

sneaker wars

the enemy brothers who
founded adidas and puma
and the family feud that
forever changed the
business of sports

barbara
smit

"a book you'll read at a
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history of competition,
commercialism, and
corruption."
—*wall street journal*



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Sneaker Wars by Barbara Smith | Shelflife

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adidas (anciennement Gebrüder Dassler Schuhfabrik) est une firme allemande fondée en 1949 par Adolf Dassler, spécialisée dans la fabrication d'articles de sport, basée à Herzogenaurach en Allemagne.. Elle est mondialement connue sous l'appellation « la marque aux trois bandes », des trois bandes parallèles qui constituent son logo.

Adidas — Wikipédia

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Sneaker Wars - HarperCollins

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that designs and manufactures shoes, clothing and accessories.It is the largest sportswear manufacturer in Europe, and the second largest in the world, after Nike. It is the holding company for the Adidas Group, which consists of the ...

Adidas - Wikipedia

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