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***"This book provides
perspectives on the
convergence of ubiquitous
computing, intelligent systems***

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***research, and context awareness with the aim of encouraging the further development of ambient intelligence frameworks and research"--
A wickedly satirical and***

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outrageous thriller about globalization and marketing hype, Jennifer Government is the best novel in the world ever. "Funny and clever.... A kind of ad-world version of Dr. Strangelove.... [Barry]

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unleashes enough wit and surprise to make his story a total blast." --The New York Times Book Review "Wicked and wonderful.... [It] does just about everything right.... Fast-moving, funny, involving."

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***--The Washington Post Book
World Taxation has been
abolished, the government has
been privatized, and
employees take the surname
of the company they work for.
It's a brave new corporate***

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***world, but you don't want to
be caught without a platinum
credit card--as lowly
Merchandising Officer Hack
Nike is about to find out.
Trapped into building street
cred for a new line of \$2500***

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sneakers by shooting customers, Hack attracts the barcode-tattooed eye of the legendary Jennifer Government. A stressed-out single mom, corporate watchdog, and government

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***agent who has to rustle up
funding before she's allowed
to fight crime, Jennifer
Government is holding a
closing down sale--and
everything must go.
Sneaker Wars is the***

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fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room

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and achieved almost instantaneous success. But by the end of World War II a vicious feud had torn the Dasslers apart, dividing their company and their family and launching them down

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separate, often contentious paths. Out of the fires of their animosity, two rival sneaker brands were born, brands that would revolutionize the world of professional sports, sparking astonishing behind-

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***the-scenes deals, fabulous ad campaigns, and multimillion-dollar contracts for pro athletes, from Joe Namath to Muhammad Ali to David Beckham.
Fiction. Set in the red light***

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district of Athens in the late 1980s, NIKE is a dark modern retelling of the story of the goddess of Victory. Maya Brennan returns to Athens after a trip to the Middle East to find that her boyfriend Jezz

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***is dead, their money is gone,
and their roommate has
disappeared. Haunted by
images of Jazz, and beset with
memories exultant and brutal,
Maya is drawn again into a
violent and surreal subculture***

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of hotel running and passport trafficking.

Nike test equipment repairer

Hymnos Eis Nemesin En Te

Nike Kai To Nosto

Alexandrou Tou Sevastou

Media Authorship

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***Social Theory in the
Information Age
iPhone 5 All-in-One For
Dummies
Inside Nike Running and Its
Culture of Deception
From an Idea to Nike is a fully-***

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illustrated look into how Nike stepped up its sneaker game to become the most popular athletic brand in the world. Humorous black & white illustrations throughout. Ever wonder how Nike became the athletics empire it is today? From an Idea to Nike digs into the

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marketing campaigns and strategy that turned this running-shoe company into the outfitter for many athletes as well as the iconic American brand. With infographics and engaging visuals throughout, this behind-the-scenes look into the historical and business side of Nike

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will be an invaluable resource for kids interested in what makes this business run. Find out where the name Nike came from and how the famous swoosh became the signature logo. Learn about the company's first marketing campaign with a star athlete. (Hint:

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It wasn't Michael Jordan!) Explore the ways Nike expanded marketing from running to basketball, soccer, golf, and beyond!

Today's best workers are demanding more before signing on--and requiring more to stay. How does a company find and hang on

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to great talent? Competition for skilled employees is fierce! This book provides comprehensive, practical advice to employers to get and keep the people they need. It covers such vital topics as what workers want--including a sense of making a real impact in their jobs

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and getting learning opportunities; why workers leave--sometimes just because they can (it's so easy to find a new job), often because they feel undervalued or bored where they are; and what best-practice companies are doing to attract and retain the talent necessary to

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remain competitive. Expert Diane Arthur discusses: * Both traditional and new strategies, including a huge array of special incentives and perks * Online recruiting via sites like Monster.com or a company's own Web site * Successful programs from Cisco Systems,

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***Bank of Boston, Eli Lilly,
McDonald's, and dozens of other
companies, including many small
firms * Competency-based
recruiting and interviewing,
contingent workers, telecommuting
and other alternative work
arrangements, future trends, and***

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more.

Commodity chains link the processes of manufacturing that result in a final product available for individual consumption. This book explores the global commodity chains approach, which reformulates the basic conceptual

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categories for analysing patterns of global organisation and change.

This book is one of the first to take an in-depth look at how an advertising image works. It situates the Nike swoosh logo in terms of political economy, sociology, culture and semiotics. Nike Culture

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describes and deconstructs the themes and structures of Nike's advertising, outlines the contradictions between image and practice, and explores the logic of the sign economy. In addition, by focusing on issues revolving around representations of race,

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class and gender, the desire for both community and recognition, and the construction of sport as a spiritual enterprise, the book offers insights into the cultural contradictions embedded in sports culture.

Concepts, Methodologies, Tools

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and Applications

***First International ICST Conference,
MobiCASE 2009, San Diego, CA,
USA, October 26-29, 2009, Revised
Selected Papers***

***How Marketing Made Nike a Global
Success***

Print Casebooks 10

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The Golden Age of Sneaker Advertising

Hymnos Eis Nemesin En Tē Nikē
Kai Tō Nostō Alexandrou Tou
Sevastou has been considered by
academicians and scholars of great
significance and value to literature.

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This forms a part of the knowledge base for future generations. So that the book is never forgotten we have represented this book in a print format as the same form as it was originally first published. Hence any marks or annotations seen are left

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intentionally to preserve its true nature.

Nike Culture
The Sign of the Swoosh
SAGE

Bringing together all the greats--from Air Jordan 1 to Air Presto--Nike and Virgil Abloh reinvent sneaker culture

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with the collaborative project The Ten and redesign 10 sneaker icons. Experience engineering ingenuity and Abloh's investigative design process: each shoe is a piece of industrial design, a readymade sculpture, and a wearable all at

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once.

In this exceptional study, Christian Fuchs discusses how the internet has transformed the lives of human beings and social relationships in contemporary society. By outlining a social theory of the internet and the

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information society, he demonstrates how the ecological, economic, political, and cultural systems of contemporary society have been transformed by new ICTs. Fuchs highlights how new forms of cooperation and competition are

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advanced and supported by the internet in subsystems of society and also discusses opportunities and risks of the information society.

Win at All Costs

Ebook: Advertising and Promotion
Innovative Applications of Ambient

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Intelligence: Advances in Smart
Systems

Sneaker Wars

Who Were the Pharisees and
Saducees?, Form #05.047

Commodity Chains and Global
Capitalism

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In this book a comprehensive coverage of major retailing topics and contemporary issues in retailing and branding is given, including many cases and practical examples. Besides introducing the topic strategic planning in retailing

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and fundamentals in the fields of the marketing mix in retailing, this book builds on e-tailing and digitalization. Moreover, trends and developments in consumer behavior and consumers' purchase decisions, especially in the fast

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moving consumer goods market, are explained. Furthermore, this book builds on the major topic strategic brand management and branding decisions in general and in particular within the retail landscape.

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Grounded in financial statements, Financial Accounting allows accountants to see not only the impact of financial transactions in financial statements, but also the impact of transactions on overall business decisions. The eighth

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edition offers new elements designed to sharpen Pratt ' s economic decision-making foundation with a more timely, real-world focus. Up-to-date, expanded, and detailed IFRS coverage is now included. The SEC 2014 roadmap

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is explored in all chapters. Comprehensive coverage of real-world financial crisis issues is presented. Accountants will also find more discussions on the increasing role of management's assessment of internal controls

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over financial reporting.
Minimize research time and
prepare federal trademark
registrations in the U.S. Patent and
Trademark Office with more than
200 practice-tested ready-to-use
forms available in both hard copy

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and electronically. Step-by-step instructions guide you through client forms, searches and other pre-filing activities, applications for registration, responses to office actions, renewals and more. By Steven H. Bazerman, Jason M.

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Drangel You can minimize your research time and prepare trademark forms with confidence when you use the Guide to Registering Trademarks as your on-the-spot guide. This carefully constructed loose-leaf offers more

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than 200 practice-tested ready-to-use forms available in both hard copy and on CD-ROM. Step-by-step instructions guide you through the process, addressing both basic and unusual situations you may encounter along the way. The

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forms are organized by category:
Client forms Searches and other
pre-filing activities Applications for
Registration Responses to office
actions Section 8 and 15 affidavits
Renewals and interparty
proceedings. The Guide to

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Registering Trademarks answers questions running from which form to use in recording an assignment to how to start a concurrent use proceeding. Keep it close at hand to make your trademark application process as painless as possible.

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At Nike, the desire to be the best is a journey, not a destination--better is always temporary. Phaidon commemorates the company's influence with Nike: Better is Temporary, a landmark publication that charts Nike's transformation

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from rebellious upstart to global phenomenon. This immersive visual survey offers an unprecedented, behind-the-scenes exploration into Nike's ethos-driven design formula, placing industry-defining innovations and globally

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recognized products alongside previously unpublished designs, prototypes, insider stories, and more. Beginning with "Breaking2," an introduction detailing Nike's 2017 attempt to facilitate a sub-two-hour marathon, the book lays out in

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five thematic chapters Nike's focus on performance, brand expression, collaboration, inclusive design, and sustainability. The book's extraordinary design also nods to its contents. The striking cover features overlapping silkscreened

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layers of Nike's proprietary Volt yellow and Hyperpunch pink colors overlaying an image of world-champion marathoner Eliud Kipchoge printed in a half-tone dot pattern. The book's spine, visible through the clear jacket, showcases

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a series of colored tabs that extend from its interior pages and which are referenced in the book's bonus chapter, "Crafting Color."

Combining 500 color illustrations with stories, insights, knowledge, passion, and history shared by

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Nike's remarkable team, Nike:
Better is Temporary will serve as a
manual of innovation and
inspiration for generations to come.

A Novel

Guidelines for Creating Codes of
Conduct in Multinational

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Corporations

The Employee Recruitment and
Retention Handbook

Trends, Tactics, and Examples

The Enemy Brothers Who Founded
Adidas and Puma and the Family
Feud That Forever Changed the

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Business of Sports

Taking Aim at the Brand Bullies

**This proceedings volume
includes the full research
papers presented at the
First Int- national
Conference on Mobile**

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**Computing, Applications,
and Services (MobiCASE)
held in San Diego,
California, during
October 26-29, 2009. It
was sponsored by ICST
and held in conjunction**

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**with the First Workshop
on Innovative Mobile
User Inter- tivity
(WIMUI). MobiCASE
highlights state-of-the-art
academic and industry
research work in - main**

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**topics above the OSI
transport layer with an
emphasis on complete
end-to-end systems and
their components. Its
vision is largely
influenced by what we see**

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in the consumer space today: high-end mobile phones, high-bandwidth wireless networks, novel consumer and enterprise mobile applications, scalable software

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infrastructures, and of course an increasingly larger user base that is moving towards an almost a- mobile lifestyle. This year's program spanned a wide range of research

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that explored new features, algorithms, and infrastructure related to mobile platforms. We received submissions from many countries around the world with a

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high number from Europe and Asia in addition to the many from North America. Each paper received at least three independent reviews from our Technical Program

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Committee members during the Spring of 2009, with final results coming out in July. As a result of the review process, we selected 15 high-quality papers and

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complemented them with six invited submissions from leading researchers, reaching the final count of 21 papers in the program.

Latest Material and

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**Technological
Developments for
Activewear provides
comprehensive coverage
of academic research and
industrial advances in
this fast-moving field. As**

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society becomes more health conscious, athleisure and sportswear have arrived as key fashion items in the global apparel market. In this book, designers and

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material scientists will find information on fibers and textiles, new processes, emerging technologies, and new applications that have helped to deliver this new

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wave of products. In addition to these technical details, the book covers consumer behavior, along with product design and manufacturing. Provides

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**the detailed technical
information needed to
choose the correct
material for demanding
activewear products
Identifies and analyzes
emerging global trends in**

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**the activewear industry
Covers the latest best
practices that help
designers create
functional, comfortable
and fashionable
activewear Meets the**

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**requirements and
standards of the apparel
and fashion industry
Explores emerging
applications of wearable
electronics and smart
activewear**

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Learn how large corporations can make real improvements in their standard business practices without jeopardizing their competitiveness in the

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**global marketplace. S.
Prakash Sethi, a
preeminent business
scholar and researcher on
the activities of
multinational
corporations and global**

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**business issues, outlines
a number of highly
effective approaches by
which corporate leaders
can improve their
credibility and ensure the
protection of the human**

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**and civil rights of their
workers across the globe.
Order your copy today!**

**1. This book is the
ultimate guide for the
fashion entrances 2. The
guide is divided into 7**

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main sections 3.

**Complete theory has been
synced with the syllabus**

4. For section practice 2

Sections Tests are given

in each 5. MCQs, Crack

Sets and Previous Solved

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**Papers for complete
practice 6. Detailed
Solutions of Solved paper
2021 & Crack Sets also
have been provided. The
best thing about fashion
is that it 'changes'.**

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**Miuccia Prada once said,
“What you wear is how
you represent yourself to
the world. Fashion is
instant language.” the top
institutions like; NID,
NIFT and IIFT conduct**

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**their own entrance exam
to provide good and
flourishing careers in the
field of fashion. Get
yourself prepared with
“The Ultimate Guide for
NIFT, NID, IIFT Entrance**

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Examination 2022” that leads on the path of fashion and covering almost every institution entrance test syllabus. It carries complete study material that covers for

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**both graduate and
postgraduate entrance.
Entire syllabus of the
book has been
categorized in 7 majors
and sub categorized into
chapters for complete**

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learning. For good grasping of concepts, each chapter has been well explained & elaborated in a student friendly manner. At the end of every section 2

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Section Tests are given for quick revision of subjects and ample number of MCQs are provided for complete practice. Last but not the least, well detailed Solved

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**Paper of 2021& 3 Crack
Sets are given to analyze
the paper pattern. TOC
NIFT Solved Paper (2021
- 2015), Numerical
Ability, English Language
and Comprehension,**

Page 87/151

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**Reasoning and Logical
Deduction, General
Awareness, Case Studies
and Caselets, Creative
Ability, Group Discussion
& Personal Interview,
Crack Sets (1-3), Answer**

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**to Sections Test and
Crack Sets (1-3)
Guide to Registering
Trademarks
FCC Record
Nike
Nike Part 1: The Demon**

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Road

The Internet Society II

No Logo

"After years of rumors and speculation, Matt Hart sets out to peel back the layers of secrecy that protected the

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most powerful coach in running. What he finds will leave you indignant—and wondering whether anything in the high-stakes world of Olympic sport has truly changed." —Alex

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Hutchinson, New York Times bestselling author of Endure Game of Shadows meets Shoe Dog in this explosive behind-the-scenes look that reveals for the first time the unsettling details of Nike's

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secret running program—the Nike Oregon Project. In May 2017, journalist Matt Hart received a USB drive containing a single file—a 4.7-megabyte PDF named “Tic Toc, Tic Toc. . . .” He

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quickly realized he was in possession of a stolen report prepared a year earlier by the United States Anti-Doping Agency (USADA) for the Texas Medical Board, part of an investigation into

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**legendary running coach
Alberto Salazar, a Houston-
based endocrinologist
named Dr. Jeffrey Brown,
and cheating by Nike-
sponsored runners,
including some of the**

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world's best athletes. The information Hart received was part of an unfolding story of deception which began when Steve Magness, an assistant to Salazar, broke the omertà—the Mafia-

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like code of silence about performance-enhancing drugs among those involved—and alerted USADA. He was soon followed by Olympians Adam and Kara Goucher who

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risked their careers to become whistleblowers on their former Nike running family in Beaverton, Oregon. Combining sports drama and business exposé, Win at All Costs tells the full story of

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**Nike's running program,
uncovering a corporate win-
at-all-costs culture.**

- **Contains one-on-one
interviews with star athletes,
coaches, marketing experts,
and business executives that**

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showcase the power and influence of Nike • Provides a vivid chronology depicting the company's modest beginnings, the creation of its early technology, the birth of memorable

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**advertising campaigns,
endorsement deals with
sports celebrities,
controversy about child
labor allegations,
noteworthy recognition for
supporting social and**

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environmental causes, and Nike's future • Includes photographs of Nike co-founders Bill Bowerman and Phil Knight, as well as Nike-sponsored athletes such as Deion Sanders, Bo Jackson,

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**Michael Jordan, John
McEnroe, Serena Williams,
Didier Drogba, Lance
Armstrong, and Tiger Woods**
• **A helpful index makes it
easy to locate celebrities'
comments within the text**

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and to track the many Nike technologies used since the company's inception Proves that corruption has made the modern day legal profession into the Pharisees of old.

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An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer

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culture

Nike Culture

San Diego Magazine

Juxtapoz

**Nike high power radar-
simulator repairer**

Financial Accounting in an

Page 106/151

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Economic Context
Nike-Hercules missile-
launcher repairer

*A riotous, 720-page
celebration of sneakers
and sporting legends, as
told through the medium*

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*of vintage print
advertising*

*This book explores the
technical, social and
cultural implications of
the emerging Information
and communication*

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*technologies, addressing
the technological and
scientific development
within education,
commerce, governance,
and security with a
special emphasis on the*

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*impact on individuals,
culture and society.
Bringing together papers
from the Second
International Conference
on Advances in
Education, Commerce &*

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*Governance: Technology's
Impact on Individuals,
Culture and Society, the
text will be of interest
to researchers and
academics working in
areas related to the*

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*social, psychological
and cultural impact of
information
communications
technology (ICT).
Specifically the book
addresses a wide range*

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*of topics as diverse as:
E-Commerce and E-
Governance; Data and
Information Privacy;
Psychology; Gender;
Culture; New Learning.
San Diego Magazine gives*

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*readers the insider
information they need to
experience San Diego—
from the best places to
dine and travel to the
politics and people that
shape the region. This*

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is the magazine for San Diegans with a need to know.

Nike of Samothrace is different. Not only did she grow up among the matriarchal warrior

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*tribe of the Amazons,
she has a pair of huge,
snow-white wings,
something seen only on
gods and monsters.
Already an outcast among
her people, Nike finds*

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*herself even more alone
when a slave uprising
claim the lives of her
adopted parents. Feeling
lost, without an
identity and unable to
earn the trust of her*

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Amazon sisters, Nike requests permission to travel to Delphi and consult the famous Oracle for guidance. Her queen agrees, but on one condition: Nike must

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first escort a runaway princess named Syna back to her home in Crete. Desperate for answers, Nike sets off with her unexpected human baggage. When the most

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*direct route to Crete
ends in disaster, Nike
is forced to take
spoiled Syna on a
journey through mainland
Greece, following a
highway the Amazons have*

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*named "The Demon Road."
Nike must protect the
princess—and in doing
so, all of
Samothrace—before she
can reach Delphi and
find her truth.*

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*The Sign of the Swoosh
Cato Supreme Court
Review 2002-2003
Mobile Computing,
Applications, and
Services
Internet and Society*

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Virgil Abloh. Nike.

ICONS

From an Idea to Nike

**Have you wondered how
marketers use data and
technology to capture relevant
information on their target**

Page 123/151

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audience? Or how marketers in today's world deal with questions around sustainability, climate change and planned product obsolescence? In its 7th edition, Foundations of Marketing aims to answer these pressing questions.

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This leading textbook is packed with contemporary examples and case studies that highlight the real-world applications of marketing concepts. Discover:

- The growing importance of social marketing
- How organisations are leveraging

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**consumer data to make decisions
and drive customer retention and
conversion levels • The role of
brand communities, peer-to-peer
marketing and social influencers •
Both a Managerial and Consumer
approach to marketing Key**

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features: • **Marketing Spotlights** highlight the marketing innovations of brands such as Zoom, Rent the Runway, John Lewis and Patagonia. • **Marketing in Action** boxes offer modern examples of real marketing

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**campaigns in the UK, Denmark,
The Netherlands and
internationally. • Critical
Marketing Perspective boxes
encourage students to critically
reflect on ethical debates and
stimulate student discussion and**

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analysis about socially responsible practices. • End of Chapter Case Studies covering Starbucks, Patek Philipe, Spotify and Depop provides students with an in-depth analysis of companies' marketing strategies. Each case

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study has dedicated questions to encourage critical thinking. • Connect® resources such as updated Testbank and Quiz questions, Application Based Activities and assignable Case Studies with associated multiple-

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choice questions. John Fahy is Professor of Marketing at the University of Limerick, Ireland David Jobber is Professor of Marketing at the University of Bradford School of Management, UK

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This book analyzes the most important and far-reaching cases of the 2002-2003 year from a classial Madisonian perspective. This edition will review, among other cases, affirmative action, sexual privacy, intellectual

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**property, cross burning,
commercial speech, and
federalism.**

**Outsmart the smartest
smartphone around: the iPhone 5!
If you want to rock the hottest
smartphone in town, get this great**

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guide and find out how to get the very most out of the incredible iPhone. Five, full-color minibooks cover everything you want to know: iPhone basics, how to load your phone with add-ons and amazing apps, using the Siri

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Personal Assistant to keep your life on track, letting iPhone entertain you, and much more. It's over 600 pages packed with the latest on the latest, including iOS 6. Find a wealth of great ways to use your iPhone at home, at

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**work, or on the go with this fun
and easy guide. Covers the iPhone
5, iPhone 4S, and iPhone 4 Five
minibooks: Meet the iPhone,
Stocking the iPhone with iTunes
Apps and Add-Ons,
Communications Central, Making**

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Your iPhone Your Personal Assistant, and Letting iPhone Entertain You, walk you through all aspects of using your iPhone Gets you up to speed with the latest iPhone features and functions including the iOS 6

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update Explains how to make phone and FaceTime video calls; exchange e-mails, text and multimedia messages; surf the web; buy apps; shoot and share videos; use Maps to get from Point A to Point B; and much

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more Shares valuable tips on troubleshooting, syncing your device with iCloud, connecting on the go, and keeping your iPhone happy Whether you're an iPhone newbie or already a savvy smartphone star, you'll find

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**something you can use in iPhone 5
All-in-One For Dummies, 2nd
Edition.**

**Contains the latest research, case
studies, theories, and
methodologies within the field of
wireless technologies.**

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**Jennifer Government
Soled Out**

Advances in Smart Systems

Guide for NIFT/NID/IIFT 2022

**A Comprehensive Compilation of
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Page 141/151

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Page 142/151

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authorship is frequently collaborative, participatory, non-site specific, or quite simply goes unrecognized. In this volume, media and film scholars explore the theoretical debates around authorship, intention, and

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identity within the rapidly transforming and globalized culture industry of new media. Defining media broadly, across a range of creative artifacts and production cultures—from visual arts to videogames, from textiles to

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television—contributors consider authoring practices of artists, designers, do-it-yourselfers, media professionals, scholars, and others. Specifically, they ask: What constitutes "media" and "authorship" in a

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***technologically converged,
globally conglomerated,
multiplatform environment
for the production and
distribution of content? What
can we learn from cinematic
and literary models of
authorship—and critiques of***

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those models—with regard to authorship not only in television and recorded music, but also interactive media such as videogames and the Internet? How do we conceive of authorship through practices in which users

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generate content collaboratively or via appropriation? What institutional prerogatives and legal debates around intellectual property rights, fair use, and copyright bear on concepts of authorship in

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"new media"? By addressing these issues, Media Authorship demonstrates that the concept of authorship as formulated in literary and film studies is reinvigorated, contested, remade—even, reauthored—by new practices

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