

Sneaker Wars The Enemy Brothers Who Founded Adidas And Puma And The Family Feud That Forever Changed The Business Of Sports

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"Sneaker Wars" | The family feud that started Adidas and Puma. Rudi and Adi Dassler were the brothers behind the shoe factory, Gebrüder Dassler, in the 1920s in the small town of Herzogenaurach, Germany. The factory was owned and operated by the Dassler family, who made the country's best sports shoes.

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Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma and the Family Feud That Forever Changed the Business of Sport. From Pelé to Joe Namath, Walt Frazier to Boris Becker, Muhammad Ali to David Beckham, they all contribute to the roller-coaster rise, near collapse, and revival of the two brands. A page-turning narrative, Sneaker Wars is a riveting blend of family drama, business, sports, and history.

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Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma and the Family Feud That Forever Changed the Business of Sports by Barbara Smit. Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear.

"Sneaker Wars" | The family feud that started Adidas and Puma

Sneaker Wars is the 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 and achieved almost instantaneous success.

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Sneaker Wars presents the fascinating story of the enemy brothers behind two leading sports brands, Adidas and Puma, whose rivalry shaped the modern sports business.

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Sneaker Wars - Barbara Smit - Paperback

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