

JUST DO IT

the nike spirit in the corporate world



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Juliette Yaakov



Just Do It The Nike Spirit In The Corporate World:

Just Do it Donald R. Katz,1994 An award winning author penetrates Nike a company of the future a dream machine that seeks to redefine culture through the power of sports to provide this portrait of Phil Knight who pioneered the company from a two man operation into a four billion dollar corporation **University of Nike** Joshua Hunt,2018-10-23 The dramatic expose of how the University of Oregon sold its soul to Nike and what that means for the future of our public institutions and our society A New York Post Best Book of the Year In the mid 1990s facing severe cuts to its public funding the University of Oregon like so many colleges across the country was desperate for cash Luckily the Oregon Ducks 1995 Rose Bowl berth caught the attention of the school s wealthiest alumnus Nike founder Phil Knight who was seeking new marketing angles at the collegiate level And so the University of Nike was born Knight has so far donated more than half a billion dollars to the school in exchange for high visibility branding opportunities But as journalist Joshua Hunt shows in *University of Nike* Oregon has paid dearly for the veneer of financial prosperity and athletic success that has come with this brand partnering Hunt uncovers efforts to conceal university records buried sexual assault allegations against university athletes and cases of corporate overreach into academics and campus life all revealing a university being run like a business with America s favorite Shoe Dog calling the shots Nike money has shaped everything from Pac 10 television deals to the way the game is played from the landscape of the campus to the type of student the university hopes to attract More alarming still Hunt finds other schools taking a page from Oregon s playbook Never before have our public institutions for research and higher learning been so thoroughly and openly under the sway of private interests and never before has the blueprint for funding American higher education been more fraught with ethical legal and academic dilemmas Encompassing more than just sports and the academy *University of Nike* is a riveting story of our times Out of Bounds Lori Latrice Martin,2014-04-17 This collection of essays highlights the controversies surrounding racism in sports and African American athletes examining the racial discrimination that exists in one of the most public arenas in the 21st century Despite increasing diversity in the American population race and racial bias continue to be significant issues in the United States Sports one of the most visible and important subsets of American culture directly reflect our society s beliefs about race This book examines racial controversy and conflict in various sports in the United States in both previous eras as well as the current Age of Obama The essays in the work explain how racial ideologies are created and recreated in all areas of public life including the world of sports The authors address a wide range of sports including ones where racial minorities are in the numerical minority such as hockey Specific topics covered include the devaluation of black athletes racism in Major League Baseball and the treatment of black female athletes **Just Do it** Donald R. Katz,1994 An award winning author penetrates Nike a company of the future a dream machine that seeks to redefine culture through the power of sports to provide this portrait of Phil Knight who pioneered the company from a two man operation into a four billion dollar corporation **The**

Commercialisation of Sport Trevor Slack, 2004 Sport has become increasingly commercialised and there are many examples of close links that have developed between sport and business This collection examines five of them in a global context

Readings and Cases in International Management David C. Thomas, 2003-06-11 Rapid changes in management worldwide have clearly challenged the ability of academics to make courses in international management relevant One of the best ways to enrich courses is to supplement textbook material with recent articles and case studies

Readings and Cases in International Management A Cross Cultural Perspective is a compilation of contemporary readings and case studies that focus on managing global organizations Intended as a companion to editor David C Thomas *Essentials of International Management A Cross Cultural Perspective* SAGE 2001 great care has been taken to select readings that do not duplicate but supplement material typically contained in texts on this topic The readings and cases in this book are organized around three major themes the basis for understanding the influence of culture on international management the key roles that international managers play and the important challenges that these managers face Designed to represent a broad geographic scope this integrative volume includes An explanation of how culture influences individual managers Methods to systematically describe cultural differences Fundamental principles that influence cross cultural interactions An examination of managers as communicators negotiators change agents and organization builders Procedures for designing effective organizational structures

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Gender, Race, and Class in Media Gail Dines, 2003 Gender Race and Class in Media examines the mass media as economic and cultural institutions that shape our social identities Through analyses of popular mass media entertainment genres such as talk shows soap operas television sitcoms advertising and pornography students are invited to engage in critical mass media scholarship A comprehensive introductory section outlines the book's integrated approach to media studies which incorporates three distinct but related areas of investigation the political economy of production textual analysis and audience response The readings include a dozen new original essays edited for maximum accessibility The book provides A comprehensive critical introduction to Media Studies An analysis of race that is integrated into all chapters Articles on Cultural Studies that are accessible to undergraduates An extensive bibliography and section on media resources Expanded coverage of queer representations in mass media A new section on the violence debates A new section on the Internet Together with new

section introductions these provide a comprehensive critical introduction to mass media studies International review of modern sociology ,2006 *The American Body in Context* Jessica R. Johnston,2001 The body is a physical entity and a symbolic artifact It is both created in the world of nature and also physically reconstructed by a culture The body is both an internal subjective environment and simultaneously an object for others to observe and evaluate Bodily practices woven within a dense web of social relationships are then both individual and collective the individual body expresses cultural values rules and regulations in the daily routine of living The American Body in Context An Anthology is an interdisciplinary investigation of these body relationships examining the American historical and contemporary constructions of the body Through readings and exercises this new book allows readers to explore interrelationships between the individualized and the constructed nature of embodied experiences This comprehensive text draws together a wide variety of analyses and demonstrates the interdependence between the individual and the structural re productions of embodied experiences in the U S This is an excellent text for courses in American studies American society cultural and social anthropology and gender studies *Dysfunctional Behavior in Organizations: Violent and deviant behavior* Ricky W. Griffin,Anne O'Leary-Kelly,Judith M. Collins,1998 This is the 23rd volume in a series of monographs whose main topic of concern is that of organizational behaviour and industrial relations This volume deals with dysfunctional behaviour in organizations **The King of the Ferret Leggers and Other True Stories** Donald R. Katz,2001 The King of the Ferret Leggers and Other True Stories collects journalist Donald Katz s most fascinating profiles of people whose lives tell us something about business adventure sports politics culture and in a brilliant ancillary way ourselves Katz s opening story and the title piece of the book offers a hilarious yet appropriately reverential look at 72 year old Reg Mellor unparalleled ferret legging champion of Yorkshire and the world Other characters who populate this book include fitness guru Jack LaLanne legendary entrepreneur Paul Hawken and master political cartoonist and inspired troublemaker Bill Mauldin While this collection contains portraits that are varied in scene and tone their depictions of obsession delusion perseverance creativity and good heartedness the list could go on and on remain a constant Each of these stories conveys a sense of the strangeness wonder and oddity of life a theme that provides a gravitational center to this multifarious selection drawn from twenty years of an award winning non fiction story teller s body of work *American Book Publishing Record* ,1995 International Directory of Company Histories Jay P. Pederson,Thomas Derdak,2006-02 Provides detailed histories of many of the largest and most influential companies worldwide Intended for reference use by students business persons librarians historians economists investors job candidates and others who seek to learn more about the historical development of the world s most important companies **International Directory of Company Histories** ,1988 **Public Library Catalog** Juliette Yaakov,1999 In librarian s office The Greatest Taboo Delroy Constantine-Simms,2001 Lively discourse and foster greater understanding of this internationally important vastly misunderstood and fascinating area of study Book jacket **Consumption and**

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