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## E69 - ANASTASIA REED

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

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

In 1934, eleven-year-old Shimon Peres emigrated to the land of Israel from his native Poland, leaving behind an extended family who would later be murdered in the Holocaust. Few back then would have predicted that this young man would eventually become one of the towering figures of the twentieth century. Peres would indeed go on to serve the new state as prime minister, president, foreign minister, and the head of several other ministries. He was central to the establishment of the Israeli Defense Forces and the defense industry that would provide the young state with a robust deterrent power. He was crucial to launching Israel's nuclear energy program and to the creation of its high-tech "Startup Nation" revolution. His refusal to surrender to conventional wisdom and political norms helped save the Israeli economy and prompted some of the most daring mil-

itary operations in history, among them the legendary Operation Entebbe. And yet, as important as his role in creating and deploying Israel's armed forces was, his stunning transition from hawk to dove—with its accompanying unwavering commitment to peace—made him one of the globe's most recognized, honored, and admired statesmen. In this, his final work, finished only weeks before his passing, Peres offers a long-awaited examination of the crucial turning points in Israeli history through the prism of having been a decision maker and eyewitness. Told with the frankness of someone aware this would likely be his final statement, *No Room for Small Dreams* spans decades and events, but as much as it is about what happened, it is about why it happened. Examining pivotal moments in Israel's rise, Peres explores what makes for a great leader, how to make hard choices in a climate of uncertainty and distress, the challenges of balancing principles with policies, and the liberating nature of imagination and unpredicted innovation. In doing so, he not only charts a better path forward for his beloved country but provides deep and universal wisdom for younger generations who seek to lead—be it in politics, business, or the broader service of making our planet a safer, more peaceful, and just place.

Sally Jenkins, bestselling co-author of *It's Not About the Bike*, revives a forgotten piece of history in *The Real All Americans*. In doing so, she has crafted a truly inspirational story about a Native American football team that is as much about football as Lance Armstrong's book was about a bike. If you'd guess that Yale or Harvard ruled the college gridiron in 1911 and 1912, you'd be wrong. The most popular team belonged to an institution called the Carlisle Indian Industrial School. Its story begins with Lt. Col. Richard Henry Pratt, a fierce abolitionist who believed that Native

Americans deserved a place in American society. In 1879, Pratt made a treacherous journey to the Dakota Territory to recruit Carlisle's first students. Years later, three students approached Pratt with the notion of forming a football team. Pratt liked the idea, and in less than twenty years the Carlisle football team was defeating their Ivy League opponents and in the process changing the way the game was played. Sally Jenkins gives this story of unlikely champions a breathtaking immediacy. We see the legendary Jim Thorpe kicking a winning field goal, watch an injured Dwight D. Eisenhower limping off the field, and follow the glorious rise of Coach Glenn "Pop" Warner as well as his unexpected fall from grace. *The Real All Americans* is about the end of a culture and the birth of a game that has thrilled Americans for generations. It is an inspiring reminder of the extraordinary things that can be achieved when we set aside our differences and embrace a common purpose.

In a heart-wrenching, candid autobiography, a human rights activist offers a firsthand account of war from the perspective of a former child soldier, detailing the violent civil war that wracked his native Sierra Leone and the government forces that transformed a gentle young boy into a killer as a member of the army. 75,000 first printing.

The remarkable story of how Joe Foster developed Reebok into one of the world's most famous sports brands, having started from a small factory in Bolton. Since the late 19th century, the Foster family had been hand-making running shoes, supplying the likes of Eric Liddell and Harold Abrahams - later immortalised in the film *Chariots of Fire* - as well as providing boots to most Football League clubs. But a family feud between Foster's father and uncle about the direction of their business led to Joe and his brother Jeff setting up a new company, inspired by the success of Adi-

das and Puma, and so Reebok was born. At first, money was so short that Joe and his wife had to live in their rundown factory, while the machinery that made the shoes was placed around the edge of the floor, because it was so weak it could have collapsed if they'd been positioned in the middle. But, from this inauspicious start, a major new player in the sports equipment field began to emerge, inspired by Joe's marketing vision. By the 1980s, Reebok had become a global phenomenon, when they were the first to latch onto the potential of the aerobics craze inspired by Jane Fonda. Soon, Reeboks were being seen on Hollywood red carpets and even in the film *Aliens*, where Sigourney Weaver wore a pair of Reebok Alien Stompers. Like the international bestseller *Shoe Dog*, by Nike's Phil Knight, *Shoemaker* is a powerful tale of triumph against all the odds, revealing the challenges and sacrifices that go into creating a world-beating brand; it is also the story of how a small local business can transform itself, with the right products and the right vision, into something much, much bigger.

Nigeria is one of the most important democracies in the world, but scarcely examined. With its continent-wide influence in a host of areas, Nigeria's success as a democracy is in the fundamental interest of its African neighbors, the United States, and the international community. This volume provides interested readers with an accessible overview of essential questions related to widening inequality stemming from Nigeria's oil wealth, Nigeria's historic 2015 presidential election, the persistent security threat of Boko Haram, Nigeria's subpar human rights and corruption records, and the continual conflicts that arise in a country that is demographically half Christian and half Muslim.

Traces the fierce rivalry between brothers Adi and Rudi Dassler, who launched a successful shoe business from their mother's laundry room in Germany before a bitter feud prompted their separation and launch of competitors Adidas and Puma. 25,000 first printing.

This mysterious, poetic and often amusing collection of myths illustrates the religion and thought of the West African Yoruba People.

A Best Business Book of 2015, *Strategy Business* ESPN's rise is one of the most remarkable stories about business and sports in our time, and nobody can tell it better than George Bodenheimer. It may be hard to believe, but not long ago, getting sports updates was difficult and frustrating. ESPN changed everything. George Bodenheimer knows. Initially hired to work

in the mailroom, one of Bodenheimer's first jobs was to pick up sportscaster Dick Vitale at the Hartford airport and drive him to ESPN's main campus--a couple of trailers in a dirt parking lot. But as ESPN grew, so did George's status in the company. In fact, Bodenheimer played a major part in making ESPN a daily presence not just here, but all over the world. In this business leadership memoir--written with bestselling author Donald T. Phillips--Bodenheimer lays out ESPN's meteoric rise. This is a book for business readers and sports fans alike.

A popular history of the Arab invasions that carved out an empire from Spain to China Today's Arab world was created at breathtaking speed. Whereas the Roman Empire took over 200 years to reach its fullest extent, the Arab armies overran the whole Middle East, North Africa and Spain within a generation. They annihilated the thousand-year-old Persian Empire and reduced the Byzantine Empire to little more than a city-state based around Constantinople. Within a hundred years of the Prophet's death, Muslim armies destroyed the Visigoth kingdom of Spain, and crossed the Pyrenees to occupy southern France. This is the first popular English language account of this astonishing remaking of the political and religious map of the world. Hugh Kennedy's sweeping narrative reveals how the Arab armies conquered almost everything in their path. One of the few academic historians with a genuine talent for story telling, he offers a compelling mix of larger-than-life characters, battles, treachery and the clash of civilizations.

This book gathers together Peter Drucker's articles from *Harvard Business Review* and frames them with a thoughtful introduction from the Review's Editor Tom Stewart. One of this century's most highly regarded students of management, Drucker has sought out, identified, and examined the most important issues confronting managers, from corporate strategy to management style to social change. Through his unique lens, this volume gives us the rare opportunity to trace the evolution of the great shifts in our workplaces, and to understand more clearly the role of managers. This book gathers together Drucker's articles from *Harvard Business Review* and frames them with a thoughtful introduction from the review's editor Thomas A. Stewart.

The acclaimed #1 New York Times bestselling author presents a spellbinding tale of a mother's tragic loss and one man's last chance at gaining salvation. Can we save ourselves, or do we rely on others to do it? Is what we believe always the truth?

One moment June Nealon was happily looking forward to years full of laughter and adventure with her family, and the next, she was staring into a future that was as empty as her heart. Now her life is a waiting game. Waiting for time to heal her wounds, waiting for justice. In short, waiting for a miracle to happen. For Shay Bourne, life holds no more surprises. The world has given him nothing, and he has nothing to offer the world. In a heartbeat, though, something happens that changes everything for him. Now, he has one last chance for salvation, and it lies with June's eleven-year-old daughter, Claire. But between Shay and Claire stretches an ocean of bitter regrets, past crimes, and the rage of a mother who has lost her child. Would you give up your vengeance against someone you hate if it meant saving someone you love? Would you want your dreams to come true if it meant granting your enemy's dying wish? Once again, Jodi Picoult mesmerizes and enthralls readers with this story of redemption, justice, and love.

An engaging biography that offers a new perspective on one of the most influential figures of the Crusades In 1187, Saladin marched triumphantly into Jerusalem, ending decades of struggle against the Christians and reclaiming the holy city for Islam. Four years later he fought off the armies of the Third Crusade, which were commanded by Europe's leading monarchs. A fierce warrior and savvy diplomat, Saladin's unparalleled courtesy, justice, generosity, and mercy were revered by both his fellow Muslims and his Christian rivals such as Richard the Lionheart. Combining thorough research with vivid storytelling, Jonathan Phillips offers a fresh and captivating look at the triumphs, failures, and contradictions of one of the Crusades' most unique figures. Bringing the vibrant world of the twelfth century to life, this book also explores Saladin's complicated legacy, examining the ways Saladin has been invoked in the modern age by Arab and Muslim leaders ranging from Nasser in Egypt, Asad in Syria, and Saddam Hussein in Iraq to Osama bin Laden, as well as his huge appeal across popular culture in books, drama, and music.

As a member of a Worldwide Adventure Society, Lily has a magic globe that takes her on whimsical journeys around the world. From the streets of Paris to the mountains of Peru, Lily finds adventure around every corner and discovers that the world is bigger and more beautiful than she ever imagined. Come explore with Lily in this fun collection of stories filled with laughter as she meets new friends, follows her curiosity and learns that a little imagination often goes a long

way!

Roone Arledge's extraordinary career of more than a half century mirrors the history of the television industry he helped create. Roone is the vivid, intimate account of his own rise to fame and power as the head of both ABC Sports and ABC News as well as an up-close-and- personal story of his era, peopled with friends and foes alike.

The Perfect Scent is the thrilling inside story of the global perfume industry, told through two creators working on two very different scents.

Nike competitor analysis Adidas-Adidas worldwide revenue is around 16 billion US dollar and has the brand valuation of around 7 billion US dollar. Adidas is one of the biggest Nike competitors. The main advantage of this company is its brand value and having a strong subsidiary in Reebok. Reebok- The company has world revenue three billion US dollar and brand valuation of around one billion US dollar. It is a subsidiary company of Adidas which operates independently. The company is mainly famous for its designer footwear for sports. Puma- The company has revenue around 3.4 billion and third Nike competitor which is known for its running shoes and sports apparel. The founder of Puma and Adidas were brothers but they got separated in 1948. Adidas is far ahead of Puma but Puma is global Nike competitor. Although Puma lacks in sports sponsorship revenue generated by Puma is enormous. Fila- The company is one of the largest manufacturing companies in footwear brand. Fila is not the premium category in comparison to Nike. The fila adopt penetration pricing technique by giving the cheaper branded product in comparison to NIKE. The company main policy revolves around cost advantage then its design or differentiation.

The true story of a man, a company, a sport, and a nation. In 1921, Converse hired 20-year-old Chuck Taylor as a salesman, sparking a nearly 50-year career that defined the Converse All Star basketball shoe. Although his name is on the label of the legendary All Stars, which have been worn by hundreds of millions, little is known about the man behind the name. For this biography, Abe Aamidor went on a three-year quest to learn the true story of Chuck Taylor. The search took him across the country, tracking down leads, separating fact from fiction, and discovering that the truth—warts and all—was much more interesting than the myth. Chuck Taylor was a basketball player who also served as a wartime coach with the US Army Air Forces and organized thousands of high school and college basketball clinics. He

was a true “ambassador of basketball” in Europe and South America as well as all over the United States. And he was, to be sure, a consummate marketing genius who was inducted into the Sporting Goods Hall of Fame and the Naismith Memorial Basketball Hall of Fame. “A fascinating study on a pioneer . . . and an instructive look at the roots of a billion-dollar industry.” —American Way magazine

A cultural history of sneakers, tracing the footprint of one of our most iconic fashions across sports, business, pop culture, and American identity When the athletic shoe graduated from the beaches and croquet courts of the wealthy elite to streetwear ubiquity, its journey through the heart of American life was just getting started. In this rollicking narrative, Nicholas K. Smith carries us through the long twentieth century as sneakers became the totem of subcultures from California skateboarders to New York rappers, the cause of gang violence and riots, the heart of a global economic controversy, the lynchpin in a quest to turn big sports into big business, and the muse of high fashion. Studded with larger-than-life mavericks and unexpected visionaries—from genius rubber inventor, Charles Goodyear, to road-warrior huckster Chuck Taylor, to the feuding brothers who founded Adidas and Puma, to the track coach who changed the sport by pouring rubber in his wife's waffle iron—Kicks introduces us to the sneaker's surprisingly influential, enduring, and evolving legacy.

The foundations upon which our democracies stand are inherently flawed, vulnerable to corrosion from within. What is the remedy? A. C. Grayling makes the case for a clear, consistent, principled and written constitution, and sets out the reforms necessary – among them addressing the imbalance of power between government and Parliament, imposing fixed terms for MPs, introducing proportional representation and lowering the voting age to 16 (the age at which you can marry, gamble, join the army and must pay taxes if you work) – to ensure the intentions of such a constitution could not be subverted or ignored. As democracies around the world show signs of decay, the issue of what makes a good state, one that is democratic in the fullest sense of the word, could not be more important. To take just one example: by the simplest of measures, neither Britain nor the United States can claim to be truly democratic. The most basic tenet of democracy is that no voice be louder than any other. Yet in our ‘first past the post’ electoral systems a voter supporting a losing candidate is unrepresented, his or her

voice unequal to one supporting a winning candidate, who frequently does not gain a majority of the votes cast. This is just one of a number of problems, all of them showing that democratic reform is a necessity in our contemporary world.

No coach in National Football League history endured more playoff heartache than Marty Schottenheimer. Despite racking up two hundred regular-season victories (only five coaches in the entire ninety-year history of the NFL ever won more games), Marty never reached the Super Bowl during his coaching career. Martyball tells the story of a man who persevered through an avalanche of misfortune and playoff agony that would have brought most men to their knees. But Marty never lost sight of why he fell in love with coaching in the first place: he wanted to teach and mold men through the game of football. Based on more than one hundred hours of interviews with Marty, his players, assistants, family, and friends, this book will give readers a look into the mind of an exceptional coach, and explain why he never gave up or succumbed to self-pity despite a long streak of bad luck. Get the background on Schottenheimer's life, from his childhood in rural Pennsylvania to his playing and coaching careers in pro football, and learn why he kept believing in the game he loved—and how he found valuable lessons about life and football beyond each and every loss.

Ramifications of the convergence of sports and digital technology, from athlete and spectator experience to the role of media innovation at the Olympics. Digital technology is changing everything about modern sports. Athletes and coaches rely on digital data to monitor and enhance performance. Officials use tracking systems to augment their judgment in what is an increasingly superhuman field of play. Spectators tune in to live sports through social media, or even through virtual reality. Audiences now act as citizen journalists whose collective shared data expands the places in which we consume sports news. In Sport 2.0, Andy Miah examines the convergence of sports and digital cultures, examining not only how it affects our participation in sport but also how it changes our experience of life online. This convergence redefines how we think of about our bodies, the social function of sports, and the kinds of people who are playing. Miah describes a world in which the rise of competitive computer game playing—e-sports—challenges and invigorates the social mandate. Miah also looks at the Olympic Games as an exemplar of digital innovation in sports, and offers a detailed look at the social media footprint of the 2012 Lon-

don Games, discussing how organizers, sponsors, media, and activists responded to the world's largest media event. In the end, Miah does not argue that physical activity will cease to be central to sports, or that digital corporeality will replace the nondigital version. Rather, he provides a road map for how sports will become mixed-reality experiences and abandon the duality of physical and digital.

Whether you call them kicks or sneakers, runners or gutties, you probably have a pair of athletic shoes in your closet. The earliest sneakers debuted in the 1800s and weren't much more than a canvas upper and a flexible sole made of a crazy new material—rubber. The stuff might have been new to Americans then, but for thousands of years, the indigenous peoples of the Amazon Basin of South America had been using latex made from the milky sap of hevea trees to protect their feet from rocks, sticks, and biting insects. Once Charles Goodyear figured out how to make the stuff more durable, sneakers were here to stay. Early sneakers were initially designed for elite athletes, but kids and teens quickly adopted them. Some of the first brands included Converse, Brooks, and Saucony. German companies Adidas and Puma started up during World War II. The Nike shoe debuted in the 1970s (with a bit of inspiration from a waffle iron). As fitness crazes took off in the 1980s, people all over the world started buying the shoes for workouts and everyday wear. At about the same time, companies began hiring high-profile athletes and pop stars for big-dollar endorsements, and shoe sales soared into the stratosphere to the tune of billions of dollars each year. In *Sneaker Century*, follow sneaker fashions and the larger-than-life personalities behind the best known athletic shoe brands in history. Learn how teen sneakerheads became important style makers and drove the success of NIKE, Inc., and other shoe companies. Look behind the scenes at the labor-intensive process of manufacturing sneakers. Explore the sneaker frontier of the future—recycled shoes, earth-friendly initiatives, and high-fashion statements. Get ready to speed through the Sneaker Century!

This book investigates the dynamics and challenges of ethnicity and elite politics in Nigeria.

This new edition of a widely adopted textbook equips students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing and finance, the decision-making approach of the book emphasizes key concepts while translating them into prac-

tice. Content specific to each of the vital stakeholders in the sport business is included. Foster, O'Reilly and Dávila present a set of modular chapters supported with international examples. Supplementary materials available to instructors include mini-cases, full case studies, activities, in-class lecture materials and exercises to help students apply the decision-making approach to real-world situations. The book includes content about sport organizations, such as the Olympic Games, FIFA World Cup, the European Premier Leagues and Major North American Professional Sport Leagues. Stanford cases are updated for the second edition and entirely new chapters cover the latest topics, including esports, sports gambling, fantasy sports and crisis management. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management.

This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as “sneakerheads” or “sneakerholics”, have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands. How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol. *Sneakers* explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.

Traces the single-generation transformation of sports from a cottage industry to a global business, reflecting on how elite athletes, agents, TV executives, coaches, owners, and athletes who once had to take second jobs worked together to create the dominating, big-ticket industry of today.

A concise, brilliant and trenchant examination of Democratic nominee Joe Biden and his lifelong quest for the presidency. Former vice president Joseph R. Biden Jr. has been called both the luckiest man and the unluckiest - fortunate to have sustained a fifty-year political career that reached the White House, but also marked

by deep personal losses that he has suffered. Yet even as Biden's life has been shaped by drama, it has also been powered by a willingness, rare at the top ranks of politics, to confront his shortcomings, errors and reversals of fortune. His trials have forged in him a deep empathy for others in hardship - an essential quality as he addresses a nation at its most dire hour in decades. Blending up-close journalism and broader context, Evan Osnos illuminates Biden's life and captures the characters and meaning of an extraordinary presidential election. He draws on lengthy interviews with Biden and on revealing conversations with more than a hundred others, including President Barack Obama, Cory Booker, Amy Klobuchar, Pete Buttigieg, and a range of progressive activists, advisers, opponents, and Biden family members. In this nuanced portrait, Biden emerges as flawed, yet resolute, and tempered by the flame of tragedy - a man who just may be uncannily suited for his moment in history.

Read the #1 New York Times best-selling series before it continues in *A Map of Days*. Bonus features • Q&A with author Ransom Riggs • Eight pages of color stills from the film • Sneak preview of *Hollow City*, the next novel in the series *A Mysterious Island*. An abandoned orphanage. A strange collection of very curious photographs. It all waits to be discovered in *Miss Peregrine's Home for Peculiar Children*, an unforgettable novel that mixes fiction and photography in a thrilling reading experience. As our story opens, a horrific family tragedy sets sixteen-year-old Jacob journeying to a remote island off the coast of Wales, where he discovers the crumbling ruins of *Miss Peregrine's Home for Peculiar Children*. As Jacob explores its abandoned bedrooms and hallways, it becomes clear that the children were more than just peculiar. They may have been dangerous. They may have been quarantined on a deserted island for good reason. And somehow—impossible though it seems—they may still be alive. A spine-tingling fantasy illustrated with haunting vintage photography, *Miss Peregrine's Home for Peculiar Children* will delight adults, teens, and anyone who relishes an adventure in the shadows. “A tense, moving, and wondrously strange first novel. The photographs and text work together brilliantly to create an unforgettable story.”—John Green, New York Times best-selling author of *The Fault in Our Stars* “With its X-Men: First Class-meet-time-travel story line, David Lynchian imagery, and rich, eerie detail, it's no wonder *Miss Peregrine's Home for Peculiar Children* has been snapped up by Twentieth Century Fox. B+”—Entertainment Weekly

“‘Peculiar’ doesn’t even begin to cover it. Riggs’ chilling, wondrous novel is already headed to the movies.”—People “You’ll love it if you want a good thriller for the summer. It’s a mystery, and you’ll race to solve it before Jacob figures it out for himself.”—Seventeen

In September 1979, there was a cosmic shift that went unnoticed by the majority of mainstream America. This shift was triggered by the release of the Sugarhill Gang's single, Rapper's Delight. Not only did it usher rap music into the mainstream's consciousness, it brought us the word "hip-hop." And *It Don't Stop*, edited by the award winning journalist Raquel Cepeda, with a foreword from Nelson George is a collection of the best articles the hip-hop generation has produced. It captures the indelible moments in hip-hop's history since 1979 and will be the centerpiece of the twenty-fifth-anniversary celebration. This book epitomizes the media's response by taking the reader on an engaging and critical journey, including the very first pieces written about hip-hop for publications like *The Village Voice*--controversial articles that created rifts between church and state, the artist and journalist, and articles that recorded the rise and tragic fall of the art form's appointed heroes, such as Tupac Shakur, Eazy-E, and the Notorious B.I.G. The list of contributors includes Toure, Kevin Powell, dream hamp-ton, Harry Allen, Cheo Hodari Coker, Greg Tate, Bill Adler, Hilton Als, Danyel Smith, and Joan Morgan.

Unlacing the story of how sport became so full of money ♦ Today, sport is big business, and Adidas and Puma are two of the biggest global brands, paying stars, clubs and competitions to wear their label, dominating everywhere from football pitches to magazine pages. This is the incredible story of how the rivalry between two brothers turned sport into an industry. *Pitch Invasion* also tells the tales of some of the greatest sportsmen of all time, revealing the Pele pact, Boris Becker's unfortunate contribution to the demise of Puma, and just how Adidas helped Mohammed Ali win his biggest fight. Reaching right up to today's world of multibillion-dollar corporations, looking at how the arrival of Nike affected the pitch and the significance of Adidas's recent takeover of Reebok, this is an incredible sporting drama of competition, greed, bribery, passion and shoes.

'It's a little book of wonder, it's fantastic' Chris Evans 'A fabulously sparky, wide-ranging and horizon-broadening little study ... joyously unborning' Sunday Times Friends do it, strangers do it and so do chimpanzees - and it's not just deeply

embedded in our history and culture, it may even be written in our DNA. The humble handshake, it turns out, has a rich and surprising history. So let's join palaeo-anthropologist Ella Al-Shamahi as she embarks on a funny and fascinating voyage of discovery - from the handshake's origins (at least seven million years ago) all the way to its sudden disappearance in March 2020. Drawing on new research, anthropological insights and first-hand experience, she'll reveal how this most friendly of gestures has played a role in everything from meetings with uncontacted tribes to political assassinations - and what it tells us about the enduring power of human contact. Because the story of the handshake ... is far from over.

'A significant and timely book ... Holmes has produced a laceratingly powerful story' Frances Wilson, *Literary Review* In 1810 the slave turned showgirl Sarah Baartman, London's most famous curiosity, became its legal cause célèbre. Famed for her exquisite physique - in particular her shapely bottom - she was stared at, stripped, pinched, painted, worshipped and ridiculed. This talented, tragic young South African woman became a symbol of exploitation, colonialism - and defiance. In this scintillating and vividly written book Rachel Holmes traces the full arc of Baartman's extraordinary life for the first time. Gatorade invented the sports drink 40 years ago, and it has been first in the marketplace (by a long shot) ever since. But it's more than just a thirst quencher and a dominant brand. First in Thirst is the story of a phenomenon that grew from the practice fields of college football into a true icon of the way we play, watch, and experience sports--from the Pee Wees to the pros. Published to coincide with the 40th anniversary of Gatorade's invention, *First in Thirst* is equally a sports story, from its invention and testing with the University of Florida Gators to the Sgatorade bath--and its near-universal appeal to athletes, coaches and sports fans everywhere.

Research methods courses have become a compulsory component of most degree programs in sport management. This is the first introductory research methods textbook to focus exclusively on sport management. Through the use of examples, cases and data taken from the real world of sport management it opens up a traditionally dry area of study, helping the student to understand the vital importance of sound methodology in their studies and subsequent professional practice. The book covers the full range of quantitative and qualitative methods across the whole span of the research process, from re-

search design and the literature review to data analysis and report writing. Every chapter contains a range of useful features to aid student learning, including summaries, discussion questions and guides to further resources, as well as examples drawn from contemporary sport around the world. *Research Methods for Sport Management* is an essential course text for all sport management students and an invaluable reference for any sport management professional involved in operational research.

NEW YORK TIMES BESTSELLER • The “compassionate” (People), “startling” (Baltimore Sun), “moving” (Chicago Tribune) true story of two kids with the same name from the city: One went on to be a Rhodes Scholar, decorated combat veteran, White House Fellow, and business leader. The other is serving a life sentence in prison. In development as a feature film executive produced by Stephen Curry, who selected the book as his “Underrated” Book Club Pick with Literati The chilling truth is that his story could have been mine. The tragedy is that my story could have been his. In December 2000, the Baltimore Sun ran a small piece about Wes Moore, a local student who had just received a Rhodes Scholarship. The same paper also ran a series of articles about four young men who had allegedly killed a police officer in a spectacularly botched armed robbery. The police were still hunting for two of the suspects who had gone on the lam, a pair of brothers. One was named Wes Moore. Wes just couldn’t shake off the unsettling coincidence, or the inkling that the two shared much more than space in the same newspaper. After following the story of the robbery, the manhunt, and the trial to its conclusion, he wrote a letter to the other Wes, now a convicted murderer serving a life sentence without the possibility of parole. His letter tentatively asked the questions that had been haunting him: Who are you? How did this happen? That letter led to a correspondence and relationship that have lasted for several years. Over dozens of letters and prison visits, Wes discovered that the other Wes had had a life not unlike his own: Both had had difficult childhoods, both were fatherless; they’d hung out on similar corners with similar crews, and both had run into trouble with the police. At each stage of their young lives they had come across similar moments of decision, yet their choices would lead them to astonishingly different destinies. Told in alternating dramatic narratives that take readers from heart-wrenching losses to moments of surprising redemption, *The Other Wes Moore* tells the story of a generation of

boys trying to find their way in a hostile world.