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Unaccountably, "Swoosh" cuts off the Nike-Jackson story in 1986, when Jackson was playing minor-league baseball for the Memphis Chicks and Knight was demanding to know who had signed the guy ...

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Swoosh: The Unauthorized Story of Nike and the Men Who Played There Strasser, J. B. & Becklund, Laurie Published by Harcourt Brace Jovanovich New York 1991 (1991)

0151874301 - Swoosh: the Unauthorized Story of Nike and ...  
The Nike swoosh is a logo design created in 1971 by Carolyn Davidson, over a decade after Newport cigarettes were launched. Despite some claims, there has never been found any specific evidence that Nike stole the logo from Newport.

Select Your Country for SWOOSH - Nike, Inc.  
View page in TimesMachine. Despite its inane title -- the "Swoosh" is the fat, lopsided chevron that is Nike's trademark -- this is a lively and engrossing account of that battle, as told from the perspective of the men who fought to push Nike from nowhere to the front ranks of its industry.

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A Thousand and One Nikes : SWOOSH: The Unauthorized Story ...  
Swoosh: The Unauthorized Story of Nike and the Men Who Played There is one of my favorite books when it comes to uncovering the truth behind a major identity. The book begins at the beginning of Phil Knight's journey in which he initially creates a brand named "Blue Ribbon Sports"; which distributes a Japanese line of shoes called "Tiger";.

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Swoosh: Unauthorized Story of Nike and the Men Who Played There, The Paperback - April 28, 1993 by J. B. Strasser (Author)

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