



Out of Nowhere

By Geoff Hollister

Meyer & Meyer Fachverlag Jan 2009, 2009. Taschenbuch. Book Condition: Neu. 24x16.5x cm. Neuware - How does a boy from a small Oregon farm town get swept up in the politics of his chosen sport Out of Nowhere takes the reader along on Geoff Hollister's 33 year journey at the center of Nike, the company that would change not only the world of athletic shoes and apparel but the business of sport itself. Nike began with a handshake and a few hundred dollars passed between Phil Knight and legendary track coach Bill Bowerman. Hollister was coached by him at the University of Oregon and was Bowerman's pick as Nike's third employee. Before he had even graduated Hollister began selling shoes out of the trunk of his car for Blue Ribbon Sports, the company that became Nike. Out of Nowhere provides an inside look for the entrepreneur, from someone who experienced the humble beginnings, lived and breathed the first 33 years of Nike, now the largest sports and fitness company in the world. Hollister takes you on the rollercoaster ride of success and failure. SOME INTERESTING QUOTES Delightful insights and surprises fill the pages. The message is one of hope: it...



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Reviews

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