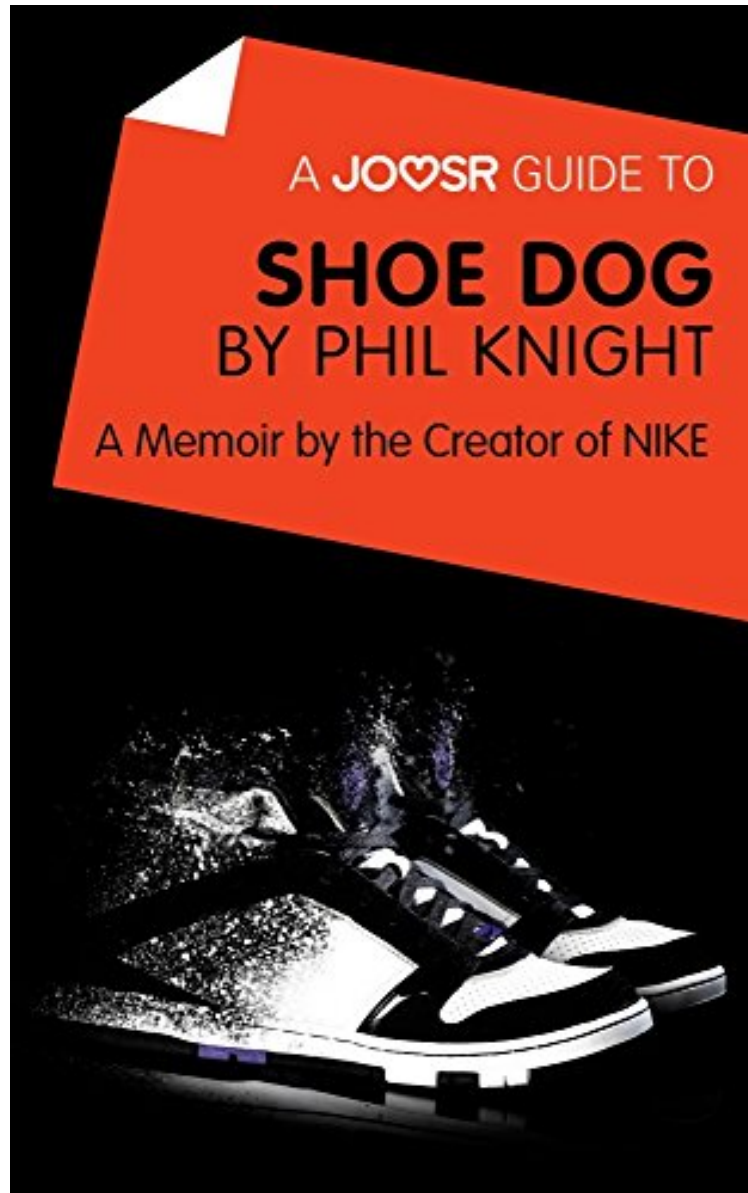


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Joosr : A Joosr Guide to... Shoe Dog by Phil Knight: A Memoir by the Creator of NIKE before purchasing it in order to gage whether or not it would be worth my time, and all praised A Joosr Guide to... Shoe Dog by Phil Knight: A Memoir by the Creator of NIKE:

In today's fast-paced world, it's tough to find the time to read. But with Joosr guides, you can get the key insights from bestselling non-fiction titles in less than 20 minutes. Whether you want to gain knowledge on the go or find the books you'll love, Joosr's brief and accessible eBook summaries fit into your life. Find out more at joosr.com. Building a successful start-up can often seem like a long and arduous race, with many hurdles and hidden potholes to trip you up. Learn how to avoid these dangers and how to propel yourself toward financial stability, with lessons from a man who has conquered the world one shoe at a time: creator of Nike, Phil Knight. *Shoe Dog* will show you just what it takes to build a start-up into a global empire. Understand how to create products that stand out, and discover how you can use the hatred you feel toward competitors to your advantage. Through making calculated and intelligent risks, you can be sure that your start-up won't join the countless other forgotten companies that never even reached the finish line. You will learn:

- What it takes to ensure that you always beat the competition
- How to nurture your company, enabling it to grow with stability
- How to sell your products without using traditional advertising campaigns.