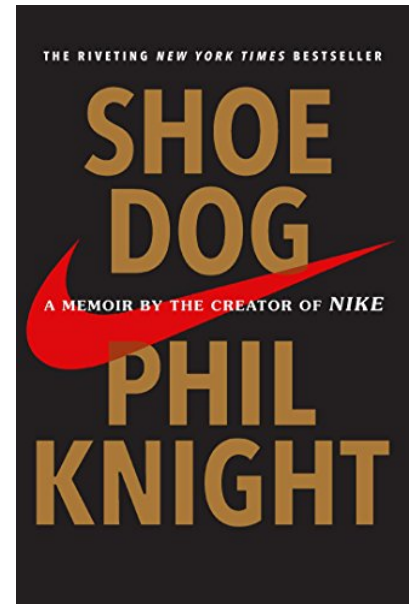


# Shoe Dog Book Summary (PDF) by Phil Knight

Ready to learn the most important takeaways from Shoe Dog in less than two minutes? Keep reading!



## Why This Book Matters:

Shoe Dog tells the story of Nike's founder as he navigated creating a global brand.

## The Big Takeaways:

1. **An oddball idea struck Phil Knight while attending Stanford Business School.**
  1. If Phil wanted to bring Japanese shoes to America, despite the disinterest his family, friends, and classmates had in his idea.
2. **Phil went to someone he thought knew running the best to help him modify his shoes.**
  1. Phil's running coach helped Phil change his shoes to be efficient.
3. **A number of creatives assembled the first Blue Ribbon Team.**
  1. This team helped Phil create a brand with a

product they believed in.

**4. Nike prospered, even through legal trouble.**

1. All good businessmen know that there will be obstacles in the way somewhere down the line.

**5. Nike prides itself on caring for its people.**

1. From humane working conditions for their workers and the sponsorships of athletes, Nike continues to prosper today by showing its care for people.

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