

whether in products or in marketing, two giant rival sporting goods market Nike and Adidas, the 2008 Beijing Olympic Games in the marketing battle outside the arenas described as brilliant.

Nike "betting" type of sponsorship section, there may be a popular star and sports teams, requiring spokesperson or endorsements team wear Nike apparel in the game in order as spokesperson or endorsement of the team's win with shining Adidas, then won all championship teams wearing Adidas clothing on the podium interests, because it is the 2008 Beijing Olympic Games sporting goods sponsor.

Adidas and Nike, but not smoke "marketing life and death battle", once aroused doubts, noting the two companies so shirtless against for brand promotion and competition, whether there Meaning?

the business community is the only constant in the competition, which is any one company can not escape the inevitable choice, whether active or passive face the challenge.

as a business, rather than passive competition is better to take the initiative to get the initiative, which is why McDonald's and Kentucky Fried Chicken to be glued, the reason for close combat.

Also, Coca-Cola and Pepsi also uphold this concept of competition.

competition is not to set opponents to death, but to cultivate their ability to survive and cope with the crisis, and to maximize the potential of mining and stimulate business development. In a sense, the competition is for the common bigger. Like Beijing Olympic sponsors and non-sponsors Adidas, Nike this old rivals, precisely because they are such a situation showdown between corporate giants, only two sports-oriented enterprises sweeping global markets, bigger and bigger fruits.

Poler x Nike Dunk High OMS sale soon 2014-11-04 11:53:43

Recently Poler work together to build a pair of Nike Dunk High OMS shoes, overwhelmed by the two sides in order to create an orange suede shoes, with Baroque-brown modification details, tongue selection Fangsi nylon material made with decorative metal eyelets, round laces and a rugged outsole, so overall great outdoor cross-country shoes style, and thick materials also make shoes warm and get a good guarantee, it is learned that the shoes will soon be specified in Nike shops for sale, a friend might like to look at it.

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Air Jordan 6 "Slam Dunk" latest tushang 2014-09-10 10:50:24

This pair has already exposed the Air Jordan 6 "Slam Dunk" has yet to give a specific available information, the network again recently released a more physical map for everyone to enjoy. Full red shoes white crystal outsole, can not go beyond the classic color, printed in the shoe body and the comic hero Yingmuhuadiao variety of images, it's all in the "seduce" the 80 generation of memories, as if we Again looking back to that some "silly" Sakuragi also some stubborn create one after another miracle for us, but all but we can not go back once, how many hopes this pair of shoes can give us some comfort.

class as Jordan Brand's innovative shoes sneaker Lab series has been welcomed by many, the early exposure of Air Jordan 11Lab4 is to let us delight, but a few days ago the network again exposed a pair of very rare shoes, it is still it is not clear in the end is Air Jordan 12 "OVO" Sample or Air Jordan 15Lab12, but really want to see the brand in late to add it to a commercial force in the past.

Never forget to two days ago has just introduced over liberty x Nike track spikes, still quiet in the fragrance of flowers and leaves, now liberty conceded again came joint news, this is to liberty 1973 "pepper" prints for inspiration, was applied to numerous nike shoes styles among, including air max 1, free run 2, free run 3, LunarGlide+ 4, LunarMTRL etc. classic shoes, respectively to yellow and blue, the two "pepper" cloth presented < p > out at together. This series of joint will be in the near future Liberty London shop and the net shop exclusive sale, like the words need to pay close attention to.

source: liberty

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