

Sneaker Wars The Enemy Brothers Who Founded Adidas And Puma Family Feud That Forever Changed Business Of Sport Barbara Smit

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Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma and the Family Feud That Forever Changed the Business of Sport. From Pelé to Joe Namath, Walt Frazier to Boris Becker, Muhammad Ali to David Beckham, they all contribute to the roller-coaster rise, near collapse, and revival of the two brands. A page-turning narrative, Sneaker Wars is a riveting blend of family drama, business, sports, and history.

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Shoe Wars: The Enemy Brothers Who Founded ADIDAS and PUMA

"Sneaker Wars" | The family feud that started Adidas and Puma. Rudi and Adi Dassler were the brothers behind the shoe factory, Gebrüder Dassler, in the 1920s in the small town of Herzogenaurach, Germany. The factory was owned and operated by the Dassler family, who made the country's best sports shoes.

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Sneaker Wars presents the fascinating story of the enemy brothers behind two leading sports brands, Adidas and Puma, whose rivalry shaped the modern sports business.

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