

Swoosh! Inside NIKE

1. How much did the Jordan brand gross in 2007?
2. How much was the endorsement deal with Jordan?
3. Do you think this was worth the price they paid? Why/Why not?
4. How did Bowerman make the soles of his first track shoes?
5. What does the name NIKE mean?
6. What price did they pay for the creation of NIKE's logo?
7. What are NIKE's annual sales?
8. How many different products does NIKE sell?
9. What is NIKE's tagline?
10. Were all of NIKE's commercials planned carefully? Explain.
11. Who did NIKE sign in 2003?

12. Where is NIKE moving their advertising to?
13. NIKE has been criticized for their sweatshops located in other countries. What has NIKE done to improve their factories and worker conditions?
14. Why wasn't NIKE's first attempt into the skateboarding industry successful?
15. What are "sneakerheads"?
16. Why does NIKE sell limited edition shoes?
17. Why do you think NIKE is so successful?