

Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma and the Family Feud That Forever Changed the Business of Sports.

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Sneaker Wars: Founded Adid Feud that Fore Sports

[Barbara Smit](#)

Description

Sneaker Wars is the fascinating story of two brothers who founded adidas and puma, two of the biggest global brands in their shoe business in their success. But by the end of their lives, they were dividing their company and their lives along contentious paths. Out of their lives, brands that would revolutionize the sneaker industry, astonishing behind-the-scenes deals, and contracts for pro athletes,

ISBN

978-0061246586

Publication Date

2008

Publisher

Harper Perennial

Recommended Citation

Smit, Barbara, "Sneaker Wars: Founded Adid Family Feud that Forever Changed the Business of Sports." *Collection*. 289.

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