

Just Do It: The Nike Spirit In The Corporate World By Donald Katz

By Donald Katz

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Donald Katz is the author of Home and Just Do It: The Nike Spirit in the Corporate World. Katz is the founder of Audible, Inc. the leading Internet provider

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The Nike Equation : JUST DO IT: The Nike Spirit in the Corporate World, By Donald Katz (Random House: \$23; 352 pp.)

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Aug 19, 2013 After 25 years, 'Just Do It' remains iconic tagline. In 1988, Dan Wieden worried his proposed 'Just Do It' slogan for Nike was too unfocused

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Nike Has Competitive Advantages. Donald Katz talks about this fact in Just Do It, Just Do It: The Nike Spirit in the Corporate World by Donald Katz.

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The part I really like is Phil Knight of Nike saying baseball had blown it big time Just Do It: The Nike Spirit in the Corporate World By Donald Katz

and Young failed to do. Ernst and Young found Nike's Just Do It: The Nike Spirit in the Corporate World, New York: Random House, 1994. Katz quotes one

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Donald R. Katz is the author of Just Do It (3.82 avg rating, 66 ratings, 10 reviews, published 1995), Home Fires Donald R. Katz s Followers. None yet.

Donald Katz is an award-winning author with a genius for getting inside Now, in Just Do It, Katz has penetrated the company He also documents Nike'

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Author & Journalist. Donald Katz was a journalist and author for twenty years; (1992); and Just Do It: The Nike Spirit in the Corporate World

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helping professionals like Don Katz discover inside connections to recommended job Just Do It: The Nike Spirit in the Corporate World; Donald Katz, Esq.

NIKE: CAN A COLOSSUS STILL of access to Nike Chairman Philip H. Knight. Donald Katz faced no such handicap in writing Just Do It: The Nike Spirit in the Corporate