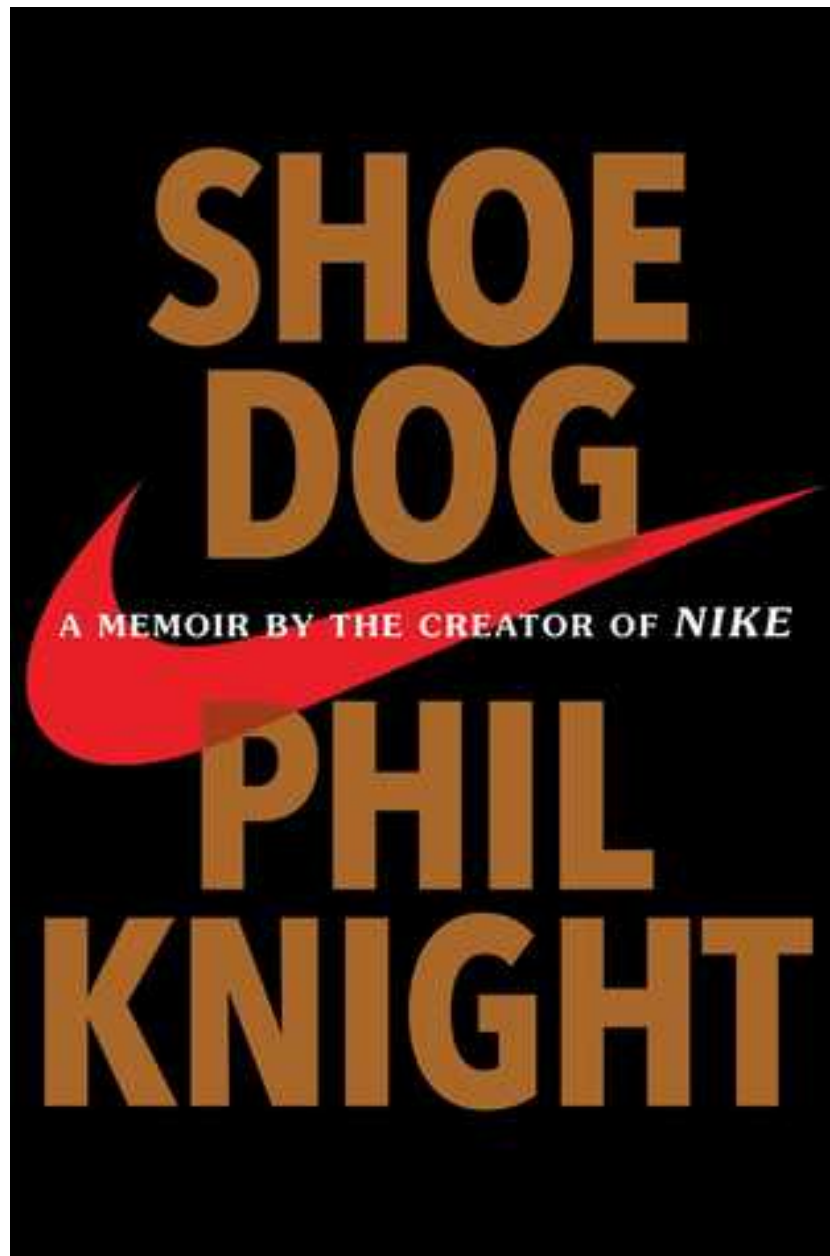


# Shoe Dog: A Memoir by the Creator of NIKE Book PDF Download



By:  
Phil Knight

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## What people Say:

### Wendy S.

This book made me cry. Twice! I did not know a book about what I had previously viewed as the definition of a big corporation could have that sort of power. I was wrong.

Phil Knight had been an unfamiliar name to me before I picked up this memoir. That, in itself, seems strange. I mean, I had no idea he's from Portland, Oregon, or that, by trade, he's an accountant, or that he identifies as an introvert. I didn't know he had met his wife while teaching at Portland State (after leaving PWC to buy

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Oh, and his logo? The famous swoosh? That had been designed for \$35 by a previously unknown graphic design student he commissioned. Unlike Steve Jobs, Phil Knight did not really have too much faith in advertising. He felt a good product would sell itself.

I also did not know he had lost his oldest son.

I don't think any of that is really a spoiler because it can also be found by doing a simple google search. I just never did.

More importantly, I didn't realize this man had the courage, the drive & dare I say, the chutzpah, to do what so very few can -- offset his own imperfections with an obsessively driven, mostly loyal & phenomenally quirky team. And, objectively embrace, encourage & build upon their skill-sets while facing lawsuit after lawsuit on a shoestring budget with a wife, young children & a very real fear of both imprisonment & bankruptcy persistently looming overhead.

Who knows? Perhaps his 6 mile jogs helped him remain on-track while building what is now an empire & retaining at least somewhat of a soul.

The soul? Well, when I think of Nike, Michael Jordan immediately comes to mind. And maybe Tiger Woods a few years back. But definitely not Steve Prefontaine! In fact, I had never heard of the latter. What can I say? He died before I was born, I'm a very casual runner, and I guess my American Studies courses never really covered this particular icon. And now? Well, I'm embarrassed. And,

more importantly, I simply can't get him or what he had meant to this country, to the world of running at-large & to Phil Knight both personally & professionally, out of my mind.

## Brad Feld

I think Shoe Dog by Phil Knight is the best memoir I've ever read by a business person.

I consumed it in a day last week. It's about the origin story of Nike, which started out as Blue Ribbon Sports.

Unlike so many memoirs, it's not an equally balanced arc through Knight's life. It's not an ego gratifying display of his awesomeness, heavily weighted in the success of the company and all the amazing things that went on around that. Instead, it's a deep focus on the beginning years of Nike especially

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It's an incredible story. I didn't realize that for the first five years of the company, Knight had to work full-time " mostly at Price Waterhouse and then Coopers & Lybrand as an accountant " because the company didn't have any resources to support him and his new family. He used nights, weekends, and in all the gaps in between to get Nike (the Blue Ribbon Sports) up and running. Year one revenue " in 1964 " was \$8,000. Year two revenue " with one full time employee (not Knight) was \$20,000. Year 41 revenue (2015) was \$30.6 billion with a net income of \$3.3 billion.

Knight covers all of it in detail. The ups and the downs. The many downs. The moments where he felt like he could lose it all, which seemed to happen at least once a year. His personal struggles as a leader and a manager. The people that drove him fucking crazy at the beginning, but were ultimately indispensable to the company. His momentary conflicts about whether or not the struggle

was worth it. The breakthroughs “ mostly understood in hindsight “ when he realized they had gotten to another level.

The thread of financing the company, especially through the first decade, was just incredible. His only real source of financing was tradition banks (who sucked) and partners (playing the float). The company had literally no equity available to it, but was growing at a rate that would put most of today’s VC-backed startups to shame. He made it work and how he did it was awesome.

It’s incredible to get inside of a man now worth over \$25 billion and the founder of one of the most iconic brands on the planet at the very beginning of his story. If you are a founder, this is a must read.

## **Ned Frederick**

Shoe Dog could have been titled, "Buck Naked", because of the way Phil "Buck" Knight bares his soul in this fine memoir. I'm grateful to Knight for putting it all down in black and white. My 12 years with Nike started toward the end of the timeframe of this memoir, and so a lot of what Knight chronicles in Shoe Dog was the core of the Nike creation myth, revealed piecemeal to most of us in the late 70's and early 80's... usually in the form of humorous anecdotes shared over a cocktail or three.

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## Kostas Kinas

This is fascinating and fantastic - by far one of my favourite books ever. Best selling novelists would envy Phil Knight about his eloquent writing style. This book is an experience and a journey. It made me feel embarrassed because I read it in a public place and people could see me smile, laugh, and cry as well. I would expect the author to present his great ego, but he is a really modest personality. The most touching is the fact that he lost his oldest son.

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I'm astonished because it reads like good fiction and while reading, I was thinking that Phil Knight had hired a ghostwriter to write this book. According to him storytelling to his kids had been an exercise in technique for writing. Moreover, he says that he has attended a creative writing course later on. If you are an entrepreneur or in general you have a dream, this is a must read.

I would like to mention that I was delighted to know that Phil Knight is a keen lover of Greece. I didn't know all these years that Nike literally means the Greek Goddess of Victory.

I highlight below the quotes that refer to Greece:

After his studies he travelled all over the world, in America, Asia and Europe.

I spent my last night thinking back over my trip, making notes in my journal. I asked myself, What was the highlight? Greece, I thought. No question. Greece.

When I first left Oregon I was most excited about two things on my itinerary. I wanted to pitch the Japanese my Crazy Idea. And I wanted to stand before the Acropolis.

after that day I discovered the Aristophanes play, set in the Temple of Nike, in which the warrior gives the king a gift "a pair of new shoes."

## Michael

JUST DO IT. Those words are the life story of Phil Knight. To every athlete, entrepreneur, mother, father, and dreamer his greatest legacy will be a life well played. More valuable than his pledge of giving back to society \$100,000,000 a year, Phil 'Found His Greatness' in life by inspiring us all to play harder, dig deeper and never quit. Thank you, Phil.

This book is well worth every hard-won word, shared and earned over 50+ years of grueling competition. More than once the story looked like im

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This book is well worth every hard-won word, shared and earned over 50+ years of grueling competition. More than once the story looked like impending failure. Most would have given up. Perhaps Phil's greatest advice, and example, are the words he shared on his book tour in Portland where he told us all, "The only time you must not fail is the last time you try."

Pick your heroes with the greatest of care. Phil Knight, your name shall stand beyond your lifetime in our generation's Pantheon of Heroes for never failing to try.