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The Sneaker Anatomy Of An Industry And An Icon

Ash Amin, Nigel Thrift



The Sneaker Anatomy Of An Industry And An Icon:

Sneaker Century Amber J. Keyser, 2017-01-01 Whether you call them kicks or sneakers runners or gutties you probably have a pair of athletic shoes in your closet The earliest sneakers debuted in the 1800s and weren't much more than a canvas upper and a flexible sole made of a crazy new material rubber The stuff might have been new to Americans then but for thousands of years the indigenous peoples of the Amazon Basin of South America had been using latex made from the milky sap of hevea trees to protect their feet from rocks sticks and biting insects Once Charles Goodyear figured out how to make the stuff more durable sneakers were here to stay Early sneakers were initially designed for elite athletes but kids and teens quickly adopted them Some of the first brands included Converse Brooks and Saucony German companies Adidas and Puma started up during World War II The Nike shoe debuted in the 1970s with a bit of inspiration from a waffle iron As fitness crazes took off in the 1980s people all over the world started buying the shoes for workouts and everyday wear At about the same time companies began hiring high profile athletes and pop stars for big dollar endorsements and shoe sales soared into the stratosphere to the tune of billions of dollars each year In *Sneaker Century* follow sneaker fashions and the larger than life personalities behind the best known athletic shoe brands in history Learn how teen sneakerheads became important style makers and drove the success of NIKE Inc and other shoe companies Look behind the scenes at the labor intensive process of manufacturing sneakers Explore the sneaker frontier of the future recycled shoes earth friendly initiatives and high fashion statements Get ready to speed through the Sneaker Century

The Sporting Goods Industry Richard A. Lipsey, 2006-06-07 The last 20 years have brought remarkable growth and change to the sporting goods industry The term sporting goods once comprised only equipment like golf clubs basketballs and tennis rackets With the recent explosion in apparel and footwear sales though the industry has moved far beyond equipment manufacture Skyrocketing marketing budgets have resulted in top name athletic endorsements and relentless branding and athletic companies logos are now easily among the most recognizable corporate trademarks in the world This work both a valuable text for students and an indispensable handbook for professionals offers insight into every major function of the sporting goods industry Chapters cover the development of the industry the industry's structure and size manufacturers products and market shares channels of distribution sports medicine and product liability sports marketing including licensing endorsement and sponsorship the use of traditional media and market research sales trends and profitability and e commerce Each chapter includes discussion questions and exercises Appendices provide directories of sporting goods vendors retailers and multi sport media and trade associations Instructors considering this book for use in a course may request an examination copy here [Encyclopedia of Sports Medicine](#) Lyle J. Micheli, 2011 This encyclopedia presents state of the art research and evidence based applications on the topic of sports medicine

The Routledge History of Fashion and Dress, 1800 to the Present Veronique Pouillard, Vincent Dubé-Sénécal, 2023-10-24 The time span covered by *The Routledge History of Fashion and Dress* starts in the nineteenth

century with the aftermath of the consumers revolution and reaches all the way to the present The fashion and garment industries have been international from the beginning and as such this volume looks at the history of fashion and dress through the lenses of both international and global history Because fashion is also a multifaceted subject with human agency at its core at the confluence of the material fabrics clothing dyes tools and machines and the immaterial savoir faire identities images and brands this volume adopts a transdisciplinary perspective opening its pages to researchers from a variety of complementary fields The chapters in this volume are organized based on their relationship to five fields of study economics and commerce politics business identities and historical sources Paying particular attention to change the book goes beyond the great fashion capitals and well known fashion centers and points to the broader geographies of fashion Particular geographical areas focus on the emergence of new fashion systems and business models whether they be in Sweden Bangladesh or Spain or on the African continent considered to be the new frontier of the industry Covering myriad aspects of the subject this is the perfect companion for all those interested in history of dress and fashion in the modern world

Theories of the Information Society Frank Webster, 2007-01-24 Coping in an era of information flows of virtual relationships and breakneck change poses challenges to one and all In *Theories of the Information Society* Frank Webster makes sense of the information explosion taking a sceptical look at what thinkers mean when they refer to the Information Society and critically examines the major post war theories and approaches to informational development This third edition brings the book right up to date with both new theoretical work and social and technological changes such as the rapid growth of the Internet and accelerated globalization reassessing the work of key theorists in light of these changes This book is essential reading for students of contemporary social theory and anybody interested in social and technological change in the post war era It addresses issues of central concern to students of sociology politics communications information science cultural studies computing and librarianship *Recharting the Black Atlantic* Annalisa Oboe, Anna Scacchi, 2011-04-13 This book focuses on the migrations and metamorphoses of black bodies practices and discourses around the Atlantic particularly with regard to current issues such as questions of identity political and human rights cosmopolitics and mnemo history

The Blackwell Cultural Economy Reader Ash Amin, Nigel Thrift, 2008-04-15 This Reader brings together the exciting and innovative work that has appeared in the last 10 years in the growing field of cultural economy Brings together exciting and innovative work from the last ten years in the emerging field of cultural economy Contains a substantial introduction by the editors on the main strands and history of the cultural economy approach Shows how the pursuit of prosperity always involves multiple and hybrid orderings that cannot be reduced to either the terms culture or economy Shows that thinking about cultural economy is both a substantive task and a valuable contribution to knowledge Material is organised around different links in the value chain *Reclaiming the Public University* Judith Summerfield, Crystal Benedicks, 2007 To reclaim the public university is to focus our energies on teaching all our students well educating them for a new increasingly

complicated age To deliver on this promise we must interrogate the general education we provide for our students for that is the vast unrecognized ground we stand on It is what students and faculty do most in common If we can get educating our students right generally and liberally then we will have laid a claim to what the public university needs to be **"They're Bankrupting Us!"** Bill Fletcher, Jr.,2012-08-28 From Wisconsin to Washington DC the claims are made unions are responsible for budget deficits and their members are overpaid and enjoy cushy benefits The only way to save the American economy pundits claim is to weaken the labor movement strip workers of collective bargaining rights and champion private industry In *They're Bankrupting Us And 20 Other Myths about Unions* labor leader Bill Fletcher Jr makes sense of this debate as he unpacks the twenty one myths most often cited by anti union propagandists Drawing on his experiences as a longtime labor activist and organizer Fletcher traces the historical roots of these myths and provides an honest assessment of the missteps of the labor movement He reveals many of labor's significant contributions such as establishing the forty hour work week and minimum wage guaranteeing safe workplaces and fighting for equity within the workforce This timely accessible warts and all book argues ultimately that unions are necessary for democracy and ensure economic and social justice for all people **Rational Leadership** Paul Brooker,Margaret Hayward,2024-02-16 This work takes examples of iconic corporations to show how business leaders can use rational methods to develop companies and inspire people with confidence It studies General Motors Toyota McDonalds Walmart Intel Armani and eBay through autobiographical writings and historical sources *Handbook of the International Political Economy of Production* Kees van der Pijl,2015-01-30 This Handbook provides a state of the art overview of the changing world of global production Chapters cover the geography of why and where jobs are moving in both manufacturing and services The authors discuss topics relating to the human and natural *Brands* Celia Lury,2004-08-12 Celia Lury considers the interrelated dimensions of the brand as a creator of space time and community as a form of intellectual property and as an increasingly important medium of exchange in a global economy **Theories of the Information Society** Professor Frank Webster,Frank Webster,2002-05-03 Information has come to be regarded as a symbol of the age in which we live Talk nowadays is of an information technology revolution even of an information society But just what does this mean In *Theories of the Information Society* Frank Webster sets out to make sense of the information explosion He examines and assesses a variety of images of the information society and takes a sceptical look at what thinkers mean when they do refer to an information society He looks closely at different approaches to informational developments and provides critical commentaries on all the major post war theories *Steal This Idea* M. Perelman,2016-09-27 This book describes how corporate powers have erected a rapacious system of intellectual property rights to confiscate the benefits of creativity in science and culture This legal system threatens to derail both economic and scientific progress while disrupting society and threatening personal freedom Perelman argues that the natural outcome of this system is a world of excessive litigation intrusive violations of privacy the destruction system of higher education

interference with scientific research and a lopsided distribution of income *Encyclopedia of Consumer Culture* Dale Southerton, 2011-09-15 The Encyclopedia of Consumer Culture is the first reference work to outline the parameters of consumer culture and provide a critical scholarly resource on consumption and consumerism **Point of Purchase** Sharon Zukin, 2018-10-24 This accessible smart and expansive book on shopping's impact on American life is in part historical stretching back to the mid 19th century yet also has a contemporary focus with material on recent trends in shopping from the internet to Zagat's guides Drawing inspiration from both Pierre Bourdieu's work and Walter Benjamin's seminal essay on the shopping arcades of 19th century Paris Zukin explores the forces that have made shopping so central to our lives the rise of consumer culture the never ending quest for better value and shopping's ability to help us improve our social status and attain new social identities **The World and the Wild** David Rothenberg, Marta Ulvaeus, 2001 Can nature be restored to a pristine state through deliberate action Must the preservation of wilderness always subordinate the interests of humans to those of other species Can indigenous peoples be entrusted with the guardianship of their own wild resources This collection of international writings tackles tough questions like these as it expands wilderness conservation beyond its American roots One of the first anthologies to consider wilderness as a global issue it takes a stand against the notion that wilderness is a northern colonialist conceit and is irrelevant to the plans of third world countries Contributions from all over the planet Nepal Borneo Brazil Chile Mexico Papua New Guinea Kenya South Africa India and the United States show instead that wilderness has an important place in the environmental thought and policy of any nation industrial or developing The World and the Wild boldly advances the idea that our concept of wilderness must expand to take in new vistas It breaks fresh ground in global environmentalism and is essential reading for anyone concerned with development issues related to conservation Contents Foreword Whither World Wilderness Vance G Martin Introduction Wilderness in the Rest of the World David Rothenberg How Can Four Trees Make a Jungle Pramod Parajuli The Unpaintable West Zeese Papanikolas Restoring Wilderness or Reclaiming Forests Sahotra Sarkar For Indian Wilderness Philip Cafaro and Monish Verma In the Dust of Kilimanjaro David Western Why Conservation in the Tropics Is Failing John Terborgh Trouble in Paradise An Exchange David Western and John Terborgh Zulu History Ian Player Bruno Manser and the Penan William W Bevis Roads Where There Have Long Been Trails Kathleen Harrison Volcano Dreams Tom Vanderbilt Recycled Rain Forest Myths Antonio Carlos Diegues The Park of Ten Thousand Waterfalls Dan Imhoff Mapping the Wild Edward A Whitesell Earth Jazz Evan Eisenberg They Trampled on Our Taboos Damien Arabagali **Theories of the Information Society** , **The Commercialisation of Sport** Trevor Slack, 2004-03 Sport has become increasingly commercialised and there are many examples of close links that have developed between sport and business This collection examines five of them in a global context Developing Corporate Social Responsibility Francesco Perrini, 2006-01-01 Perrini et al provide a detailed authoritative look at the evolving European perspective on corporate social responsibility They show how Europe has moved from follower status to

leading edge practice The book is the best current indicator of what the next stages of CSR will look like Thomas W Dunfee University of Pennsylvania US The rapidly increasing attention devoted to Corporate Social Responsibility CSR has resulted in the term CSR being applied to myriad dissimilar phenomena The authors therefore aim to dispel this confusion by presenting a multi faceted view of socially responsible corporate behavior and related themes They provide a conceptualization of CSR that emphasizes the role of the adoption and implementation of specific CSR strategies and their impact on corporate social and economic performance

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