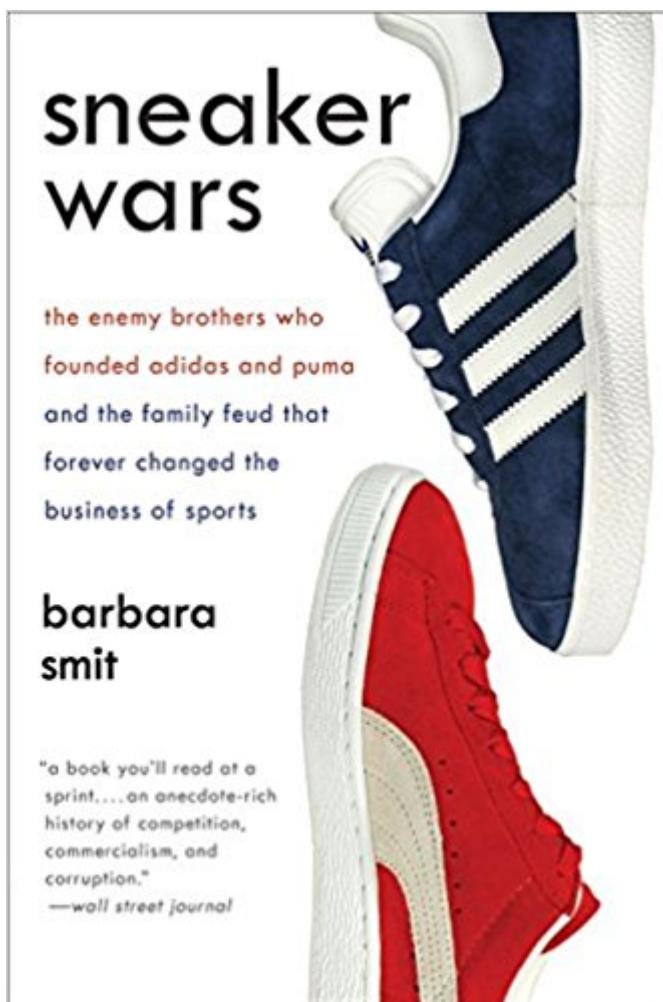


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# Sneaker Wars: The Enemy Brothers Who Founded Adidas And Puma And The Family Feud That Forever Changed The Business Of Sports



## Synopsis

Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success. But by the end of World War II a vicious feud had torn the Dasslers apart, dividing their company and their family and launching them down separate, often contentious paths. Out of the fires of their animosity, two rival sneaker brands were born, brands that would revolutionize the world of professional sports, sparking astonishing behind-the-scenes deals, fabulous ad campaigns, and multimillion-dollar contracts for pro athletes, from Joe Namath to Muhammad Ali to David Beckham.

## Book Information

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## Customer Reviews

It's a long road between the Nazi spectacle of Adolf Hitler's 1936 Olympic Games in Munich and the media frenzy of David Beckham's 2007 move to Los Angeles, but there has been one constant during the intervening years of athletic history-sports shoes. This book traces the evolution of GebrÃƒÂ der Dassler, a Bavarian shoe company founded by two brothers whose vicious feud led to the creation of two rival, iconic businesses: Adidas and Puma. Smit, an international business journalist, delivers a fascinating story of the complicated intrigues in the lives of both companies, as well as the founders and their descendants. The tale encompasses almost every major sports figure in modern times, from Jesse Owens, (who wore Dassler shoes during the 1936 Games, unaware that the two brothers were members of the Nazi Party), to basketball legend Walt Frazier, whose

signature Puma "Clydes" sold "well over one million pairs throughout the Seventies," kick starting the sports shoe-as-fashion statement trend. Overall, Smit provides a necessary account of how the growth in sports-related businesses has moved athletics "from jolly amateurism to unapologetic greed." Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

As a history of how so much of the world came to be shod in running shoes, *SNEAKER WARS* is a book you'll read at a sprint. Drawing from dozens of interviews and stacks of documents, Ms. Smit reconstructs an anecdote-rich history of competition, commercialism and corruption. (Wall Street Journal) "Smit brings a keen reporter's eye to the schism between Puma and Adidas. The book also ably tells the broader story of the red-hot global sneaker trade." (Conde Nast Portfolio) "What does David Beckham's superstardom have to do with a pair of warring Bavarian brothers in the early 1900s? More than you think, according to this compelling book." (Time Magazine) "Barbara Smit deserves high praise." (Sunday Telegraph) "First-class piece of investigative reporting... enthralling narrative tale... invaluable contribution to our understanding of shoes, sports, corruption." (David Maraniss, Pulitzer Prize-winning journalist and bestselling author of *Clemente: The Passion and Grace of Baseball's Last Hero*) "SNEAKER WARS is great for understanding the ins and out of the industry." (Bobbito Garcia)

Sneaker Wars sets out to cover a wide range of topics related to the rivalry between Adidas and Puma in addition to the start of the commercialization of sports. The book focuses primarily on Adidas and the rivalry within that company. The story describes how two brothers divided by their support over the Nazi Government went on to form two competing shoe companies. One would come to dominate the sports industry while another would provide stiff competition until the advent of Nike and Reebok. Adidas was further divided by the father and the son who divided Europe between traditional Germany and France. The French Adidas would define the sports industry by bribing, begging and sometimes stealing their way into Olympics and World Cups. The sheer shock of how much corruption came about from the effort of these two companies was a new level of greed into the world of sports. The development of endorsements would bring another level further still to corrupt sports and create new superstars through advertising. The book is well researched and tells a story that is often forgotten in the world of sports. For those who want to see how sports marketing and endorsements got their start then this is a book for you. For those who are interested

in how these two companies came to compete against one another this book is for you. Finally if you are into the history of anything related to the sports industry then this is one to check out.

For Baby Boomers this book is extremely enlightening. For during our youth & middle age the battle between these two athletic shoe companies really played out. The author also ties in the impact of Onitsuka Tiger and Nike into this history. Really well written, full of details, yet an easy read. If you were an athlete in the 60's, 70's, or 80's, or just someone who liked wearing Stan Smith tennis shoes with your jeans, you'll enjoy this book.

I would definitely recommend this book to anyone who is interested in about Adidas and Pumas history together. Smit gives a very detailed account of the history of both companies from the birth of each, and further shines light on the more personal/family side of the business. Although a bit long, *Sneaker Wars* is a very informative biography of two brands.

I'm only halfway through this book -- which I originally ordered for my son who loves Adidas products, but getting him to read is like pulling teeth -- and it's completely fascinating. It's a VERY detailed account of the origins of Adidas and Puma. Kudos to the author for her research, I don't think any detail was spared. I would have paid more to have a book with (more) pictures to see the progression/evolution of Adidas. It's not a quick read, but it's interesting enough to have me reading a few pages here and there when there's time (and if I could disappear for a few days, I'd spend more time with this book!). It's a good book.

The back cover description of this book made it sound very interesting. However, the writing style is so dense that it is difficult to get through it. On the one hand, the author clearly knows her stuff, and includes a vast amount of detail. On the other hand, a lot of that detail seems largely unnecessary to the story, and it interrupts the narrative to the point that the interesting tale gets broken up too much.

A very detailed and interesting account of the origins of Adidas and Puma. Having read the book *Shoe Dog* about the origins of Nike, I really enjoyed another perspective of two additional giants of the industry.

One of the best books that I have read. The intrigue and business lessons make this book such a precious jewel. Highly recommended!

Good Book. Very entertaining.

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