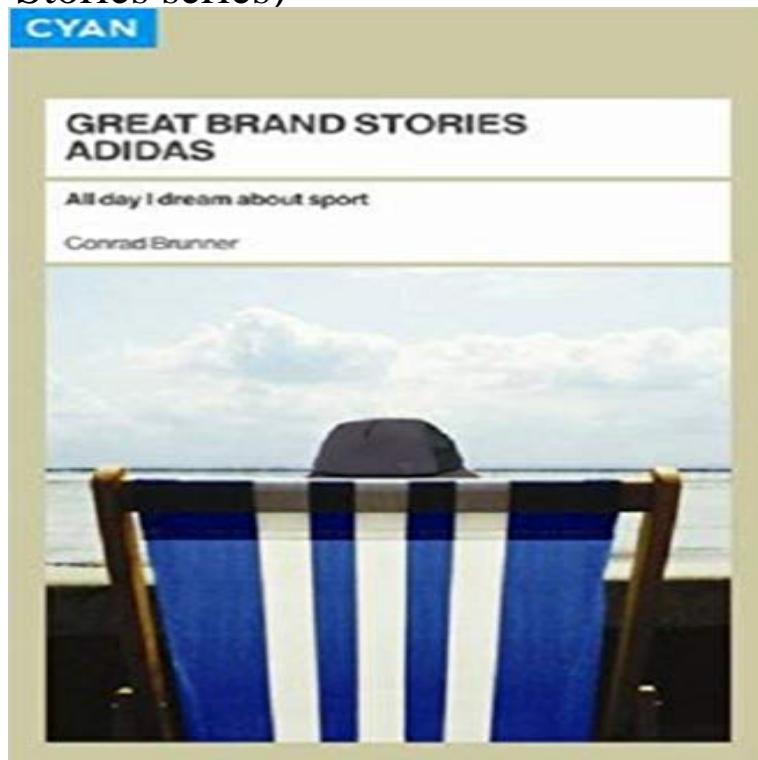


Great Brand Stories: Adidas: All Day I Dream About Sport (Great Brand Stories series)



Based on firsthand interviews with both past and present figures of the company, this engaging account details the rise of the popular sporting brand Adidas, its creation in 1949 by a German inventor and businessman to its current penetration of pop culture. Adidas, famous for its three-stripped logo, has become known the world over for its involvement in nearly every type of sporting competition, from the Olympics to Wimbledon. Each title in this series features an in-depth, biographical look at one of today's top brands, such as Guinness, Adidas, and Starbucks. The brands included have all established themselves not only as financial successes but also as cultural icons. The storytelling style and eye-catching design of the books make learning about these innovative brands stimulating and enjoyable.

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