

# adidas America Inc in Apparel and Footwear (USA)

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## Abstracts

North America is expected to be a major priority for the company's senior management in 2015. The company is expected to focus on increasing the relevance of its brands among US consumers. Brand campaigns launched for adidas and Reebok during 2014 aimed at showcasing that the brands know and understand athletes' motivations better than any other sports brands in the world. With a goal to developing the right products for the US, the company has secured the services of new external design talent...

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