

Nike Australia Pty Ltd in Apparel (Australia)

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Abstracts

Nike Australia's current strategic direction, and indeed that for the Nike brand globally, is to focus on and foster the sporting achievements of everyday athletes, moving beyond the impressive feats of the upper echelon of superstar sports personalities. Given the high profile transgressions of Tiger Woods, Lance Armstrong and Oscar Pistorius in recent years, perhaps this campaign is as much to do with risk management as its much-touted ideals of building community, participation in sport and...

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