

Nike Canada Ltd in Apparel and Footwear (Canada)

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Abstracts

Nike Canada is expected to continue to benefit from strong investment in research and development and frequent launches of innovative products in the forecast period. Store innovation is also likely in the forecast period, including unusual pop-up shops likely to attract strong attention on social media. The company will also invest heavily in its Nike+ app and is likely to increase the connectivity and services offered by this app, with a focus on building an expanding and strong online communi...

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