

Nike de Chile Ltda in Apparel and Footwear (Chile)

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Abstracts

Nike de Chile's strategy involves focusing on the most popular and attractive sports in Chile: football and running. In this sense, it continues advertising using successful Chilean football players such as Alexis Sánchez and Arturo Vidal and organising sports events such as Nike 10K (www.werunsantiago.com). In addition, Nike de Chile is focusing on innovation and it was distinguished as one of the 50 most innovative companies in Chile in 2014 by Best Place to Innovate.

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