

Nike Deutschland GmbH in Apparel (Germany)

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Abstracts

Although the big sportswear players adidas and Nike have a nip-and-tuck race globally, Nike has to work hard not to be outshone by adidas in the competitor's home country. The brand's awareness and positioning is supported by large marketing campaigns and the company invests in further expansion in Germany. Diversification and specialisation in specific product ranges will increase Nike's popularity, helping it to compete with other leaders. In a football nation like Germany, the company very much...

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