

Nike Deutschland GmbH in Apparel and Footwear (Germany)

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Abstracts

Nike Deutschland is pursuing a long-term growth strategy which is closely aligned with the strategic plans and direction of its international parent company. In order to offer consumers an extraordinary shopping and product experience, Nike constantly invests in the development of new, modern concepts and solutions for improved performance within sports apparel and footwear. The company's focus is on brands and businesses that have the greatest growth potential and which offer the highest...

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