

# Nike Inc in Apparel (Italy)

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## Abstracts

The Nike brand is the most powerful asset portfolio of Nike Inc, accounting for some 85% of its total revenues. Nevertheless, the company's other brands continue to increase their contribution to the global growth strategy of the company. Following its acquisition of Umbro, Nike has expanded its presence among the leading football clubs in Italy. There is also increasing demand for Nike's Converse brand due to the aggressive advertising for the brand's iconic All-Star design. The recent run of...

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