

Nike Inc in Apparel and Footwear (USA)

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Abstracts

Nike continues to focus on new product innovation and development to maintain its leading position in the US sportswear market. The company actively introduces new athletic apparel and footwear that feature new technologies, styles, silhouette, materials and functionality to meet various consumer needs. The innovative footwear technology, Nike Flyknit, was one of its successful product innovations in 2014-2015. Nike Flyknit footwear was initially launched in 2012 for running shoes, and Nike...

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