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Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success.

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In Sneaker Wars, journalist Barbara Smit reveals the dramatic, character-driven

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story of these. The fascinating story of the enemy brothers behind Adidas and Puma, whose rivalry shaped the modern sports business. Adidas and Puma are two of the biggest global brands in sports, paying stars, clubs, and competitions to show off their labels in stadiums and across magazine pages.

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The book focuses primarily on Adidas and the rivalry within that company. The story describes how two brothers divided by their support over the Nazi Government went on to form two competing shoe companies. One would come to dominate the sports industry while another would provide stiff competition until the advent of Nike and Reebok.

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Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success. But by the end of World War II a

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