BOOKS/ARTICLES/SURVEY

1. Smit, Barbara. *Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma and the Family Feud That Forever Changed the Business of Sport.* New York: Ecco, 2008. Print.
2. Goldman, Robert, and Stephen Papson. *Nike Culture: The Sign of the Swoosh*. London: Sage Publications, 1998. Print.
3. Wakefield, S. C. (2010). *Nike’s Shanghai Advertising Dialectic: A Case Study.*

 China Media Research, 6(1), 68-85.

1. Greeley, B. (2014). *Shootout: Can Nike Beat Adidas at Soccer.* Bloomberg Businessweek Magazine*, 4379,* 60-56.

5. Boudway, I. (2014). *Sponsorship Shootout with Adidas*. Bloomberg Businessweek Magazine, 1-3

6. Survey is “Do you think people would buy shoes of Nike, Reebok and Adidas company, if these organizations did not have a great advertising?”

7. Williams, Lora. *Nike*. n.p.: New York : Schocken Books, 1984., 1984. *UCF Libraries Catalog*. Web. 12 Oct. 2015.

8. Feifer, Jason. *"Shoes Made For The Man."* Fast Company 191 (2014): 52-54. *Business Source Premier*. Web. 12 Oct. 2015.

9. Sanusi, Michwlle, et al. *"The Swoosh Of Creativity."* *Business Today* 23.13 (2014): 86-91. *Business Source Premier*. Web. 12 Oct. 2015.

10. Keene, Tom. *Nike Focuses On Faster-Growing Business*. n.p.: New York, NY, 2012. *Alexander Street Press*. Web. 12 Oct. 2015.

11. Low, Elaine. "Amid Nike Wins, Reebok-Adidas Split Said To Be Urged." *Investor's Business Daily* 2014: *General OneFile*. Web. 12 Oct. 2015.

12. Molly, Creeden. "Adidas Creative Director: Dirk Schunberger." *Details* 2014: *General OneFile*. Web. 12 Oct. 2015.

13. "Adidas - The dream." *Campaign* 2014: *Academic OneFile*. Web. 12 Oct. 2015.

14. Orlando, Dan. "Adidas makes play for Brooklyn's shoppers." *Real Estate Weekly* 2015: 1. *General OneFile*. Web. 12 Oct. 2015.

15. Kish, Matthew. "Nike and Adidas hit the diamond." *Business Journal-Portland* 2015: 12. *General OneFile*. Web. 12 Oct. 2015.

16. "Reebok - Give me your Classics." *Campaign* 2014: *Academic OneFile*. Web. 12 Oct. 2015.

17. "Reebok athletic technology takes tactical footwear to the next level." *PRWeb Newswire* 2015: *General OneFile*. Web. 12 Oct. 2015.

18. "Hong Kong in the running for Reebok takeover." *The Times (London, England)* 2014: *Academic OneFile*. Web. 12 Oct. 2015.

19. "Reebok eyes new role as fitness brand." *Bangkok Post (Bangkok, Thailand)* 2014: *General Reference Center Gold*. Web. 12 Oct. 2015.

20. "Reebok challenges the world to 'Be More Human' with a new brand campaign." *Adgully* 2015: *General OneFile*. Web. 12 Oct. 2015.

IMAGES/VIDEOS

21. <https://www.youtube.com/watch?v=lSggaxXUS8k> (

22. <https://www.youtube.com/watch?v=SJn64kkpOSc> (Light. Strong. Nike Flyknit).

23. <https://www.youtube.com/watch?v=4B5sfE1fjLs> (Nike Women - Make Yourself featuring Allyson Felix, Julia Mancuso, and Sofia Boutella).

24. <https://www.youtube.com/watch?v=uiQVkoDlBbQ> (adidas: Take It).

25. <https://www.youtube.com/watch?v=PsgJqTqMwIA> (adidas Originals | #OriginalSuperstar with Pharrell).

26. <https://www.youtube.com/watch?v=uA-_HGiV6eM> (adidas: Unfollow feat. Leo Messi).

27. <https://www.youtube.com/watch?v=UDb-7DY3CjU> (Reebok - Freak Show - Be More Human‬).

28. <https://www.youtube.com/watch?v=pGJcBDS5-Xk> (

29. <http://www.designyourway.net/blog/inspiration/35-nike-print-advertisements-that-boosted-the-companys-income/> (Images)

30. <http://www.adeevee.com/2014/01/adidas-micoach-get-explosive-print/> (Images)

31. <http://www.tarunkhiwal.com/657/advertising/reebok/> (Images)

‬