



“I wanted to build something that was my own, something I could point to and say: I made that. It was the only way I saw to make life meaningful” by Phil Knight, the founder of **NIKE**. "Shoe Dog by Phil Knight" is a memoir on how he founded Nike, it acts as a welcome reminder of the reality of the road to business success. It's a challenging, risky, and chaotic journey filled with blunders, never-ending challenges, and sacrifice. A

brand that is now well-known and adored for being at the center of both sporting and popular culture is given new life in the rapidly, captivating tale Shoe Dog.

However, Knight opens himself in Shoe Dog in a way that few CEOs are prepared to do. He is quite hard on himself and his weaknesses. He doesn't fit the stereotype of the audacious, dashing businessman. Knight emphasized Nike's design from the standpoint of its most crucial components. He elaborated on the company's history, including all of the highs and lows that came after. He spoke about the origins of the Nike brand, the team that contributed to its growth, the multiple travels to Japan required to secure the right alliances, the numerous court cases, the long financial crisis that the company experienced, etc.

In Simple terms, this book has a wealth of knowledge. It was interesting to learn about the challenges that Nike confronted. They faced numerous challenges as the company grew and in the legal system. I learned a lot from Knight's wake-up call, ‘Before I began searching for clients for my marketing agency, I thought it would be super easy to get five clients in a relatively short time.’ The opposite is true and could not be more so. A business takes work to build. Being rejected a lot in business is what it's all about. That's something I discovered immediately away.

Before founding Nike, Phil Knight lacked no prior business experience. Nearly all of the time during the process, he had no idea what he was doing. This, in my opinion, is one of Phil Knight's great relatable characteristics. He is just a normal guy with big dreams. He had no idea what he was doing and what to expect. He followed the flow and made his decisions as he went. This encourages us to pursue our goals no matter what occurs.

This book was fantastic, and I heartily suggest it to anyone with a passion for business or entrepreneurship. Pick up this book and give it a read if you're interested in learning more about how businesses are created.

“SUCCESS ISN'T GIVEN. IT'S EARNED. ON THE TRACK, ON THE FIELD, IN THE GYM WITH BLOOD, SWEAT AND THE OCCASIONAL TEAR.”

- Phil Knight

**KHADIJA UMATIYA**  
**FYBAF**