

FILIALES

Las submarcas filiales de Nike son **Converse**, **Hurley International LLC** y **Jordan Brand**. Converse se reporta como segmento separado, mientras que Hurley y Nike Golf se incluyen en los resultados financieros globales de la marca Nike.



Hurley

CATEGORIAS

Además Nike cuenta con varias categorías, donde se diferencia en el sexo y la utilización de cada producto.

Las categorías son:

- ✓ NIKE +
- ✓ NIKE ATHLETIC TRAINING
- ✓ NIKE BASKETBALL
- ✓ NIKE FOOTBALL
- ✓ NIKE FOOTBALL (SOCCER)
- ✓ NIKE GOLF
- ✓ NIKE RUNNING
- ✓ NIKE SB
- ✓ NIKE SPORTSWEAR
- ✓ NIKE TENIS

NIKE BASKETBALL



Nike ha logrado mantener una clara posición de liderazgo frente a su competencia. Los principales competidores de la firma son Adidas (que en el año 2006 adquirió Reebok), Puma y Under Armour.



POSICIONAMIENTO

El posicionamiento actual destaca valores como **estilo de vida, unidad y disfrute**. Los mismo reconocidos por el consumidor, los que se mantienen ya que, le sumarán la conexión entre la marca y el consumidor y la **innovación tecnológica**, que es lo que más lo caracteriza.



Manual De Marca Nike

Wenbin Ji



Manual De Marca Nike:

En clave de marcas Gonzalo Brujó, 2010 Gonzalo Bruj y 23 visionarios del marketing descubren el presente y el futuro del intangible más importante *Repetibilidad* Chris Zook, James Allen, 2012-11 Permanecer fieles a sus principios replicar y adaptar un modelo de negocio a lo largo del tiempo son las claves de las compañías exitosas Tres principios a priori sencillos y que sin embargo solo conseguir llevar a cabo un 9% de todas las empresas que existen en el mundo y que hayan sido capaces de alcanzar niveles modestos de crecimiento sostenido y rentable a lo largo de la última década Repetibilidad se convierte en un manual de consulta imprescindible A través de sus páginas explica la estrategia de negocio que utilizan las empresas con éxito duradero y los errores que han cometido otras grandes Para ello Chris Zook y James Allen sus autores desgranar los Grandes Modelos de Negocio Repetibles O lo que es lo mismo el uso de principios que aprovechan el poder de lo repetible para que una marca triunfe y se expanda **Manual de corporate finance y banca de inversión** Revello Jose Maria, 2020-04-01 Valoración de empresas mercado de capitales titulación financiación de proyectos fusiones y adquisiciones la financiación estructurada en el comercio exterior Valoración de empresas mercado de capitales titulación financiación de proyectos fusiones y adquisiciones la financiación estructurada en el comercio exterior *A marca da vitória - A autobiografia do criador da Nike para jovens empreendedores* Phil Knight, 2019-07-11 Seguindo esse conselho precioso que deu a si mesmo Phil Knight se transformou de um jovem em dívida sobre seu futuro mas com uma ideia genial em criador de uma das marcas mais conhecidas e bem sucedidas do mundo a Nike Nesta edição do best seller do The New York Times feita especialmente para jovens empreendedores ele conta sua trajetória detalhando sua vida antes da criação da empresa os anos vitoriosos como atleta na faculdade as décadas sobre qual caminho profissional seguir e a viagem ao redor do mundo que fez antes de colocar a ideia em prática e o processo de criação em si com detalhes sobre os percalços do caminho a escolha do nome e a criação do icónico logotipo Repleto de sabedoria verdade e humor esta uma história inspiradora de determinação e quebra de paradigmas sobre um jovem que queria deixar sua marca no mundo e conseguiu *Manual básico de técnicos de aeróbic y fitness (Bicolor)* Susana Moral González, 2018-11-08 En este manual se presentan los conocimientos comunes a todas las áreas fisicodeportivas adecuados a las necesidades del Aeróbic y el Fitness Los temas se desarrollan en un lenguaje claro y conciso junto con abundantes ilustraciones que facilitan la comprensión A través de nueve capítulos se desarrollan los siguientes temas Anatomía funcional Fisiología humana Fisiología del ejercicio Teoría del entrenamiento Lesiones deportivas Nutrición Primeros auxilios Psicología deportiva Organización y legislación deportiva Técnicas de venta. Manual teórico Luis Mañas Viniegra, 2015-02-12 El presente volumen incluye los contenidos fundamentales para la impartición del programa docente Técnicas de venta El material se ha diseñado para servir de apoyo en cualquier actividad destinada al aprendizaje de sus competencias profesionales La estructura del manual es la siguiente Objetivos generales y específicos Desarrollo teórico del temario Resumen por tema Glosario de términos Bibliografía **Consumo, marcas e intangibles en el público**

infantil y joven Mónica Viñarás Abad, Carmen Llorente Barroso, Gema Bonales Daimiel, 2023-05-18 El objetivo de este libro es recoger las investigaciones más recientes sobre la relación que establecen las marcas con un público tan vulnerable como son los niños adolescentes y jóvenes. Con un enfoque internacional se han recopilado aquellos trabajos que desde distintas perspectivas abordan esta cuestión tan relevante para las marcas pero también para la sociedad en un momento donde la exposición a las pantallas preocupa a todos los colectivos. **Comunicación, Branding y Eventos Corporativos** Miguel

Ángel San Juan, 2023-08-16 *Comunicación Branding y Eventos Corporativos* es una obra dirigida a aquellos que se sumergen por primera vez en el mundo de la comunicación empresarial y para aquellos que desean actualizar y reforzar los conceptos en la disciplina de la comunicación y marketing empresarial que evoluciona y se adapta a las necesidades de un tiempo de transformación global. Desde la organización de eventos hasta la relación con los medios de comunicación pasando por la gestión de las redes sociales de la web corporativa o las relaciones institucionales, el libro recorre todo el ecosistema de la comunicación corporativa para acabar haciendo hincapié en la responsabilidad que tienen los comunicadores con la sociedad cuando dan voz a las organizaciones para las que trabajan y la importancia de que conecten emocionalmente con sus públicos. El marketing social o la aplicación de neurociencia a los mensajes que emitimos desde las organizaciones son también por ello parte importante de este libro. Manual de dirección de operaciones. Decisiones estratégicas Alberto García Cerro, Gema

García Piqueres, Marta Pérez Pérez, Lidia Sánchez Ruiz, 2021-02-25 El presente texto está dirigido a los estudiantes de Grado en Administración y Dirección de Empresas aunque resulta igualmente útil para cualquier persona que desee aproximarse por primera vez al mundo de la dirección de operaciones. Así, este manual analiza las principales decisiones de carácter estratégico a las que se ha de hacer frente en el área de operaciones de una empresa intentando asimismo ayudar a entender las posibles interrelaciones de la misma con el resto de subsistemas de cualquier organización ya sea industrial o de servicios.

Manual do marketing de guerrilha: Soluções inteligentes e eficazes para vencer a concorrência Chico Cavalcante, 2017-09-13 O marketing de guerrilha atualmente a forma de divulgação mais adequada a este mundo que mudou da economia de produção em massa para a de produtos customizados dirigidos para nichos específicos onde quem fala para todos não fala com ninguém. Chico Cavalcante apresenta as vantagens do marketing de guerrilha seus conceitos norteadores e também como planejar uma ação que traga resultados melhores e a um custo bem menor do que uma campanha tradicional sempre tendo como foco uma divulgação que levar a uma venda consolidada da marca e criação de fluxos de informação.

Unveiling the Energy of Verbal Art: An Emotional Sojourn through **Manual De Marca Nike**

In a global inundated with screens and the cacophony of instantaneous transmission, the profound power and mental resonance of verbal artistry frequently disappear into obscurity, eclipsed by the regular barrage of noise and distractions. However, set within the lyrical pages of **Manual De Marca Nike**, a captivating work of fictional brilliance that pulses with organic emotions, lies an unique journey waiting to be embarked upon. Published by a virtuoso wordsmith, this mesmerizing opus instructions visitors on a psychological odyssey, lightly exposing the latent potential and profound impact embedded within the intricate web of language. Within the heart-wrenching expanse of this evocative evaluation, we can embark upon an introspective exploration of the book is key subjects, dissect their charming writing design, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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