

Change the Nike Swoosh



Although these movements are great, they will never work. Nike is too big of a company for people to stop purchasing goods from. In a perfect world, people wouldn't support Nike because of their actions. Sadly, this world isn't perfect and people will be happy to buy a \$10 shirt regardless of how it was made.

All of this Nike hate has also resulted in Anti-Nike movements across the globe

This is important because it shows that people in America know about these human right violations Nike's globalization is causing, yet they aren't doing anything to stop it.



In June 1996, Life magazine published an article on child labor in Pakistan, which included a photo of a 12 year old boy stitching a Nike soccer ball. This article and its accompanying photo unleashed another wave of criticism against Nike and a call by various consumer groups, trade unions, and NGOs to boycott Sialkot-produced soccer balls.

This high school team became Nike's cashmere as being used as Nike's cheerleaders at their home, according to Associated Press.



This team really says in school books across the globe, according to Associated Press.

A Day?!

In the early 1990s, Nike's public relations strategy was to promote its products as symbols of American success. In 1996, however, Nike's public relations strategy was to promote its products as symbols of American success.



In Pakistan, Nike has created a new industry with the use of child labor. Nike's public relations strategy is to promote its products as symbols of American success.



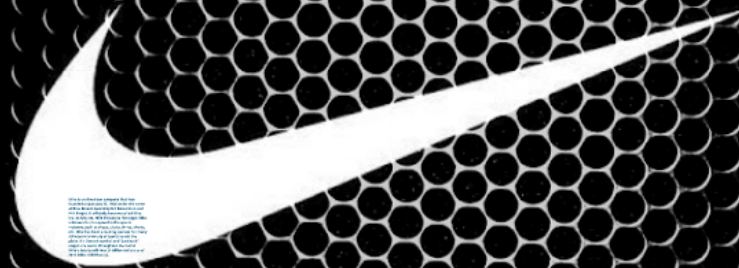
This picture is a cartoon illustration because it shows a person who is being exploited. It shows a person who is being exploited by Nike. Nike is the worst. Nike is the worst. Nike is the worst.

JUST EXPLOIT IT.
JUST STEAL IT.
JUST TERRORIZE IT.
JUST DEHUMANIZE IT.
JUST BLEED IT.
JUST SLAVE DRIVE IT.
JUST THREATEN IT.
JUST CHEAT IT.
JUST FIBE TRAP IT.
JUST SWEATSHOP IT.
JUST DO IT.
JUST DIVEST FROM IT.

SLAVERY

NIKE GLOBALIZING THE SPORTSWEAR INDUSTRY

Harvard Case Solution & Analysis



TheCaseSolutions.com

Nike is an American company that was founded on January 25, 1964 under the name of Blue Ribbon Sports by Bill Bowerman and Phil Knight. It officially became called Nike, Inc. on May 30, 1978 (History & Heritage). Nike is known for its apparel in the sports industry, such as shoes, cleats, shirts, shorts, etc. Nike has been a leading sponsor for many athletes in a variety of sports across the globe. It's Swoosh symbol and "Just Do It" slogan are iconic throughout the world. Nike's total profit was 24 billion dollars as of 2012 (Nike CNNMoney).



Although Nike's impact on globalization has been beneficial for the developed world because it has supplied them with a vast variety of cheap athletic wear, but it has had a less beneficial impact because of its poor worker rights and the negative image it has given America in developing foreign countries.

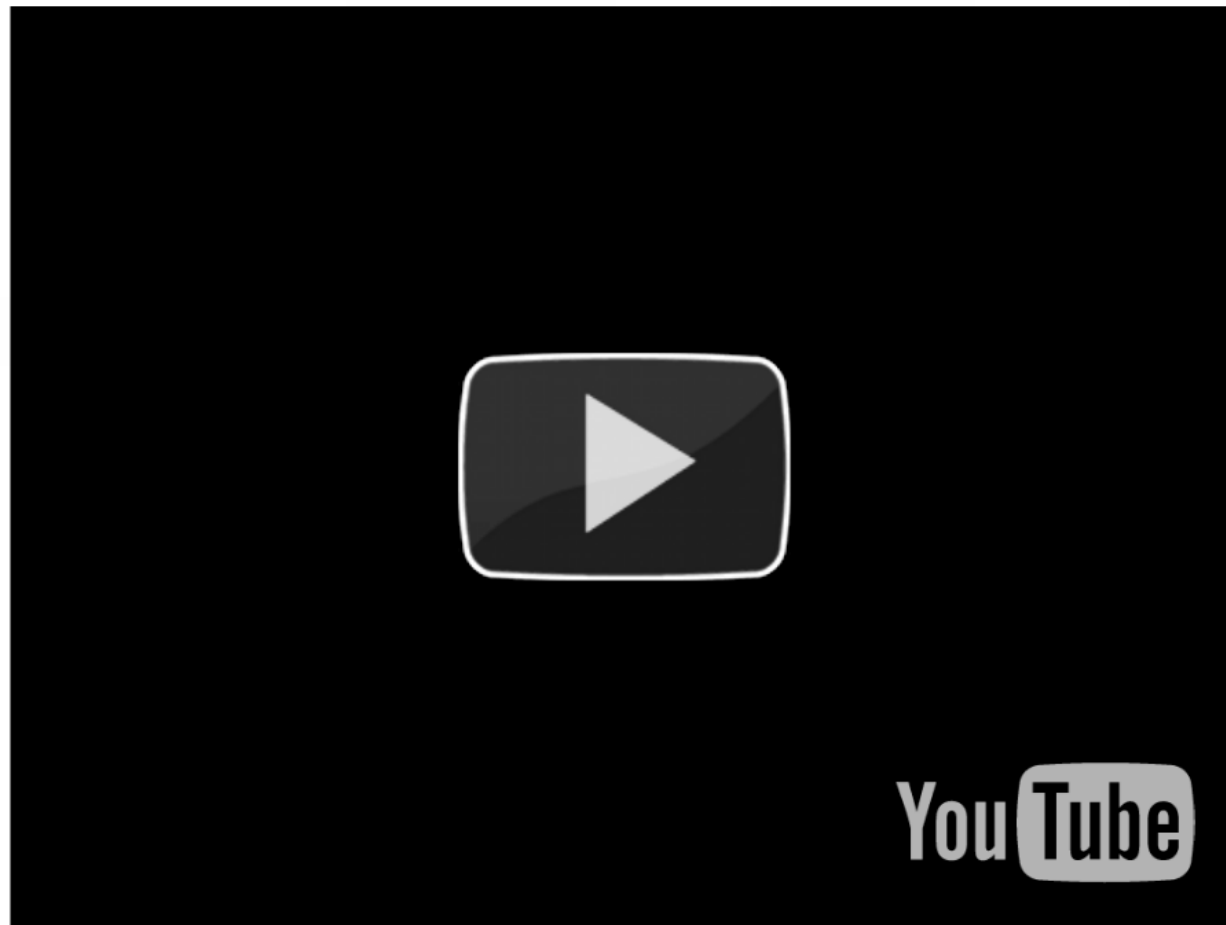
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Thanks to Nike, developed countries are able to buy the best in sports gear and everyday apparel. Developed countries now have a huge access to...

- **the lightest cleats**
- **thinnest shirts**
- **the most stylish shoes**
- **the best basketball shoes**
- **the most powerful bats**
- **the most current NFL apparel**



Air Jordan III Commercial- Hang Time





This is huge because now countries like...

