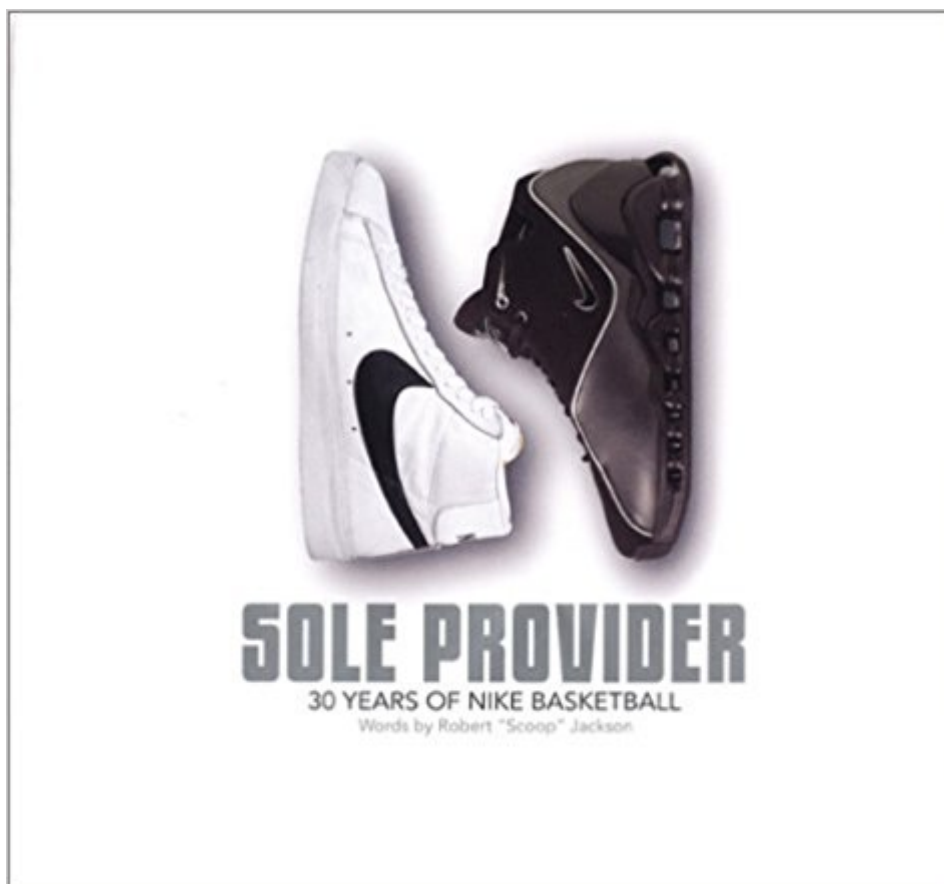


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# Sole Provider: Thirty Years Of Nike Basketball



## Synopsis

Designed with Nike's trademark visually gripping graphics, *Sole Provider: Thirty Years of NIKE Basketball* is a collection of Nike hoop shoes and the subculture that surrounds them. Text by *Slam* magazine editor-at-large Robert "Scoop" Jackson, *Sole Provider* gives the inside story of NIKE Basketball - from its inception in 1972 to its incredible success as the basketball brand with over 60% market share. Featuring anecdotal facts and figures, inside interviews with NBA players, Nike footwear designers, musicians, and other pop-culture notables, *Sole Provider* showcases the historical context of the game with exclusive images from Nike's archives: posters, print advertisements, commercial stills, behind-the-scenes footage, NBA photos, and never-before-published images. Features spreads that illustrate the development of the most pivotal shoes during this period, as well as interviews with designers and drawings of their prototypes; Features the key shoes and the players associated with them including: The Blazer (George "Iceman" Gervin), The Bruin (Moses Malone), The Air Force I (Michael Ray Richardson), The Air Jordan (Michael Jordan), The Alpha Force (Charles Barkley), and many more. Features never-before-published images - as well as insights - from the Nike archives of iconic NBA players including Moses Malone, Patrick Ewing, Michael Jordan, Charles Barkley, and Jason Kidd, among others. Features still from famous advertising campaigns by Wieden & Kennedy featuring Nike alumni including Spike Lee, Bugs Bunny, Steve Martin, Godzilla, and Lil' Penny, among others. Index pages provide an at-a-glance look at all the shoes produced. Features a chronological history of the Nike and NBA partnership over three decades. Features the WNBA (Women's National Basketball Association.)

## Book Information

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Best Sellers Rank: #469,554 in Books (See Top 100 in Books) #7 in Books > Sports & Outdoors > Basketball > Professional #85 in Books > Arts & Photography > Photography & Video > Sports

## Customer Reviews

Robert "Scoop" Jackson is the editor-at-large at Slam magazine.

The book was great! However, the dust jacket was dirtier and bent than the description suggested. Once I removed the dust jacket though, the book was in great condition

Love The Book Very Nice And Clean Thanks Again.

Nice hardback book for the shoe lover and shoe collector!

Love the photography and history of the shoes. My 17 year old Grandson will be thrilled when he gets this book at Christmas. He is addicted to this style of footwear, but Nike is the shoe of choice, whether new or vintage.

accurate and cheap

A must for a sneaker head or nike lover. I had this book before an I needed another copy .

This was a gift for my son on his birthday. He really likes the book. Thank you. Would buy again from this buyer.Gator

Great book. I'm a Nike Fiend. This shows the history of the great hobby of shoe collecting. I even saw my old Olympic edition Charles Barkley Air Force 180's.

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