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[21263001]

The management turnover at Reebok International Ltd. continued with the resignation of company president C. Joseph LaBonte , who joined Reebok just two years ago .

ev-w68512

[21263002]

Mr. LaBonte 's departure follows by two months the resignation of Mark Goldston as senior vice president and chief marketing officer after only 11 months at Reebok .

ev-w137812

[21263003]

The resignations by the two executives , considered hard-charging and abrasive by Reebok insiders , reflect a difference in style with Paul Fireman , chairman and chief executive , according to several former executives .

ev-w66212

ev-w25891

[21263004]

The two executives are among a number of outsiders recruited by Reebok in the past few years to help it make the transition from a small start-up company to a marketing giant with sales last year of \$ 1.79 billion .

ev-w21817_u_nobody

ev-w15811

ev-w1923121_u_nobody

[21263005]

The changes come as Reebok , which grew rapidly in the mid-1980s but has seen its sales flatten of late , is seeking to regain momentum in the athletic-shoe business against rivals Nike Inc. and L.A. Gear Inc .

ev-w590121

ev-w151713

ev-w287514

ev-w134711

ev-w287812

ev-w260011

[21263006]

The departures , said Alice Ruth , an analyst at Montgomery Securities in San Francisco , should enable the company to focus on business issues instead of management differences .

ev-w283311

ev-w11291

ev-w137413

[21263007]

" I think it 's more an issue of style . "

ev-w336311

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[21263008]

I would view it as a net positive .

ev-w355411

[21263009]

The company can go about its business .

ev-w1484120

[21263010]

They 're in the midst of a turnaround , " she noted .

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ev-w208112

[21263011]

Earnings have rebounded in 1989 after a 20 % decline last year .

ev-w253211

[21263012]

A former executive agreed that the departures do n't reflect major problems , adding : " If you see any company that grows as fast as Reebok did , it is going to have people coming and going . "

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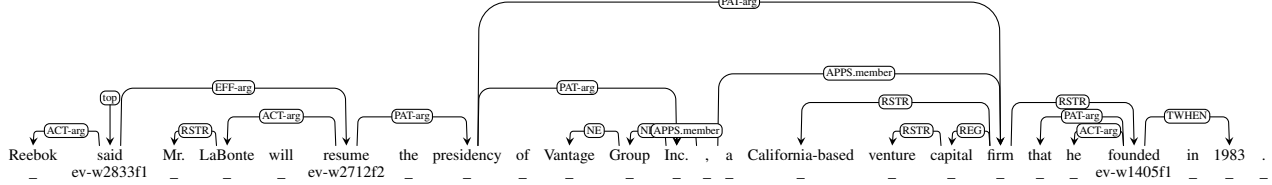
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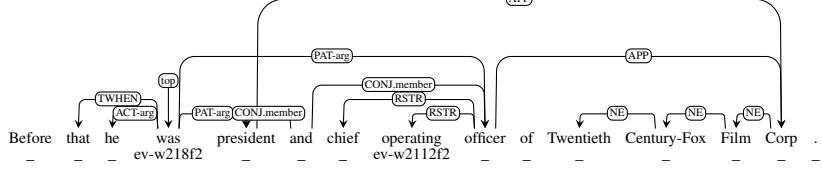
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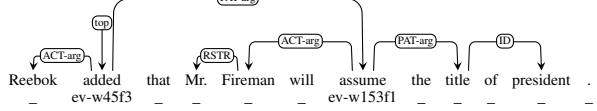
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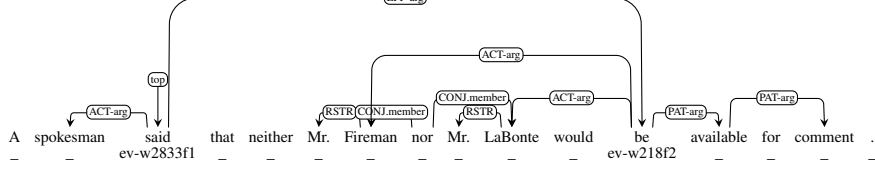
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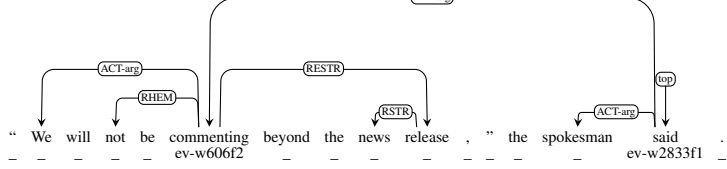
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