

SNEAKER WARS THE ENEMY BROTHERS WHO FOUNDED ADIDAS AND PUMA FAMILY FEUD THAT

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Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma

In the annals of business history, few family feuds have had as profound an impact as the one between the Dassler brothers, Adolf and Rudolf. Their rivalry gave birth to two of the world's most iconic sportswear brands: Adidas and Puma.

The Early Years

The Dassler brothers, born in 1892 and 1898 respectively, grew up in the Bavarian town of Herzogenaurach, Germany. From an early age, they shared a love for sports and shoemaking. In 1920, they founded the Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Factory).

The Rift

During World War II, the brothers' relationship began to deteriorate. Adolf, who joined the Nazi Party, accused Rudolf of being a traitor. Rudolf, in turn, accused Adolf of exploiting his connections with the Nazis. In 1947, the brothers formally divided their company, with Adolf taking Adidas and Rudolf founding Puma.

Bitter Competition

The split between the brothers created an intense rivalry between Adidas and Puma. They competed fiercely for market share, sponsoring athletes and using every means possible to outdo each other. The town of Herzogenaurach became known

as the "Sneaker City," with each brother's factory on opposite sides of the town's river.

The Legacy

The Dassler brothers' feud had a profound impact on the business of sport. The animosity between them spurred innovation, leading to the development of new shoe technologies and marketing strategies. Today, Adidas and Puma remain two of the world's leading sportswear brands, a testament to the legacy of their bitter rivalry.

Questions and Answers

- **What was the name of the original company founded by the Dassler brothers?** Gebrüder Dassler Schuhfabrik
- **Why did the brothers split their company?** Due to a bitter feud during World War II
- **What were the names of the two brands founded after the split?** Adidas and Puma
- **How did the rivalry between the brothers impact the business of sport?** It spurred innovation and intense competition
- **What is the significance of the town of Herzogenaurach in the story?** It became known as the "Sneaker City" due to the proximity of the Adidas and Puma factories

Gratis Strikkeoppskrifter for Votter

Vil du holde hendene varme og stilige i vinter? Strikking av votter er en fin måte å holde hendene komfortable og samtidig uttrykke kreativiteten din. Det beste av alt er at det finnes mange gratis strikkeoppskrifter for votter tilgjengelig på nettet.

Hvor kan jeg finne gratis strikkeoppskrifter for votter? Flere nettsteder og blogger tilbyr gratis strikkeoppskrifter for votter. Noen populære valg inkluderer Ravelry, Craftsy og Yarnspirations. Du kan også finne gratis mønstre ved å søke på nettet eller be om anbefalinger i strikkegrupper.

Hva er noen tips for å strikke votter? For å strikke votter må du først velge en passende oppskrift. Sørg for å velge en oppskrift som passer med

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ferdighetsnivået ditt. Når du har valgt en oppskrift, må du samle garn, pinner og eventuelle andre materialer som kreves. Følg deretter oppskriften nøye, og ikke vær redd for å be om hjelp hvis du trenger det.

Hvor får jeg inspirasjon til votter? Hvis du leter etter inspirasjon til votter, kan du bla gjennom bilder av ferdige prosjekter på nettet eller i bøker. Du kan også se etter mønstre som er spesifikke for dine interesser, for eksempel votter med mønstre, tommeltotter eller ekstra lange skaft.

Hvordan deler jeg vottene mine? Når du har strikket noen flotte votter, kan du vurdere å dele dem med andre. Du kan dele dem på nettet, i sosiale medier eller ved å gi dem til venner og familie. Du kan også selge vottene dine hvis du vil tjene litt ekstra penger.

The Win Without Pitching Manifesto: A Q&A with Blair Enns

The "Win Without Pitching Manifesto" by Blair Enns advocates for a radically different approach to sales, one that prioritizes building relationships and providing value over traditional sales pitches. In this article, we present a Q&A with Blair Enns to delve into the key principles and benefits of his approach.

Q: What is the core idea behind the Win Without Pitching Manifesto?

A: The manifesto challenges the conventional wisdom that selling requires aggressive pitching and manipulation. Instead, it emphasizes the importance of cultivating genuine relationships, understanding the customer's needs, and providing valuable insights that guide their decision-making.

Q: How does the Win Without Pitching approach differ from traditional sales techniques?

A: Traditional sales techniques focus on bombarding prospects with pitches and overwhelming them with information. In contrast, Win Without Pitching advocates for a consultative approach where salespeople take the time to learn about the customer's challenges and tailor their solutions accordingly. The focus is on building trust and credibility rather than selling a product.

Q: What are the benefits of adopting the Win Without Pitching approach?

SNEAKER WARS THE ENEMY BROTHERS WHO FOUNDED ADIDAS AND PUMA FAMILY FEUD
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A: The Win Without Pitching approach has numerous benefits, including increased sales, improved customer retention, and a stronger brand reputation. By focusing on providing value, salespeople can establish themselves as trusted advisors and make the customer feel valued. This leads to higher client satisfaction and repeat business.

Q: How can salespeople implement the Win Without Pitching approach?

A: Implementing Win Without Pitching requires a mindset shift. Salespeople must be willing to put in the time to build relationships, listen attentively, and provide genuine value. They should also focus on asking probing questions, understanding the customer's decision-making process, and delivering customized solutions.

Q: What are some common misconceptions about the Win Without Pitching approach?

A: A common misconception is that Win Without Pitching means never presenting a solution. On the contrary, salespeople should still present their offerings when appropriate. However, the focus is on educating and informing the customer rather than pressuring them to buy. Another misconception is that Win Without Pitching is only applicable in certain industries or for specific types of products. In reality, the principles can be applied across all industries and for any type of offering.

Stray Current Corrosion in Electrified Rail Systems: A Q&A

Stray current corrosion, a prevalent issue in electrified rail systems, occurs when electrical currents stray from their intended path and flow through the ground, causing corrosion in underground metallic structures. To address this concern, here's a Q&A guide:

Q: What causes stray current corrosion? A: Stray currents arise when an electrical circuit is incomplete, allowing electricity to leak from the intended path. In rail systems, currents from traction power supply can stray through the rails and into the ground.

Q: What structures are vulnerable to stray current corrosion? A: Underground metallic structures, such as pipelines, cables, and reinforcing steel in concrete, can

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be affected. The corrosion process involves the electrolysis of metal, leading to material loss and structural weakening.

Q: How can stray current corrosion be prevented or mitigated? A: Several measures can be implemented:

- Using insulated rail joints to reduce current leakage from the rails into the ground.
- Installing cathodic protection systems, which provide an opposing electrical current to neutralize the corrosive effects of stray currents.
- Improving track bonding to minimize resistance and keep stray currents within the rails.

Q: What are the consequences of ignoring stray current corrosion? A: Unmitigated stray current corrosion can lead to catastrophic consequences, including:

- Damage to underground infrastructure, causing potential safety hazards and service disruptions.
- Increased maintenance and repair costs, significantly impacting system reliability.
- Environmental contamination, as corrosion products can leach into the surrounding soil and groundwater.

Q: How is stray current corrosion monitored and managed? A: Regular monitoring of stray currents and their impact is crucial. This involves measuring electrical potentials and using corrosion coupons to assess the severity of corrosion. Mitigation measures are implemented and adjusted based on monitoring data to ensure the protection of underground structures and prevent costly damage.

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