



The Monday Revolution

Revolutionary Reads

Shoe Dog

by Phil Knight

What's it about?

Shoe Dog is the candid memoir from Nike co-founder, Phil Knight. He shares the inside story of the company's early days as a fearless start-up and how Nike evolved into one of the world's most iconic and profitable brands. Knight details the many risks and challenges he faced, along with his early triumphs. He recalls the formative relationships with his first partners and employees, a group of misfits who became a tight-knit team. Together, they harnessed the power of a shared mission and a deep belief in the sport, and built a brand that changed everything.

What's in it for me?

This is not your typical checklist and tips business book. It is an honest account of the often tumultuous road to success, which will energise and inspire the most determined entrepreneurs.

What can I learn?

1. Seek a calling, not a career
2. Confidence is paramount to growth
3. The importance of surrounding yourself with likeminded and passionate people
4. You have nothing to lose
5. The true value of great partnerships

“So that morning in 1962 I told myself: let everyone else call your idea crazy...just keep going. Don't stop. Don't even think about stopping until you get there, and don't give much thought to where “there” is. Whatever comes, just don't stop.”

Start on Monday

Surround yourself with people who believe in you and your idea. Employees with genuine passion will be the most involved and they'll stick with you when the going gets tough.

Join us comrades!

www.themondayrevolution.com