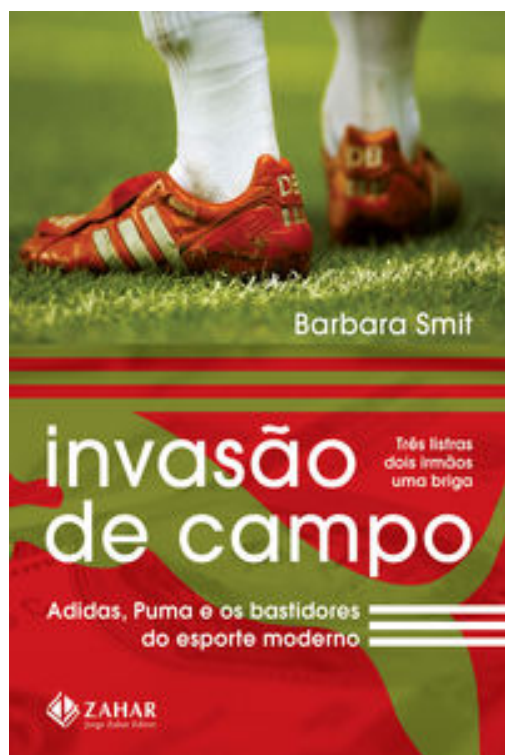


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Faça o download ou leia online Invasão de campo Barbara Smit , No início da década de 1920, os irmãos Adi e Rudolf Dassler inovaram ao criar uma fábrica de calçados destinados exclusivamente à prática de esportes. As dificuldades e traições mútuas vividas durante a Segunda Guerra na Alemanha acirraram a briga pelo controle da sociedade e levaram a uma separação drástica: nasciam a Adidas e a Puma, e o mundo dos esportes nunca mais seria o mesmo. Invasão de campo revela negociações escusas, casos surpreendentes (muitos dos quais apresentados pela primeira vez) e exemplos de lealdade e superação, bem como de tino empresarial. Expõe os bastidores de uma rede que envolve grandes jogadas de marketing, concorrentes de peso como Nike e Reebok, tramas políticas, cifras multibilionárias, inovações técnicas e celebridades internacionais no processo de globalização do esporte. E mais: Descubra o que era o Pacto Pelé. Saiba como Havelange, Beckenbauer e Beckham entram nessa história. Entenda a transformação das marcas esportivas em ícones da moda urbana. Conheça os conceitos

por trás de grandes campanhas publicitárias como "Just do it" e "Impossible is nothing". Acompanhe grandes jogadas dos bastidores da Fifa, das Copas do Mundo e das Olimpíadas.

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