

Air Jordan

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Individual Website

Process Paper Word Count: 334

Website Word Count:720

The brand Nike is a turning point in history for athletic apparel, specifically footwear. Bill Bowerman and Phil Knight created the first Nike shoe in 1962 (“NIKE, Inc.”). The Air Jordan shoes impacted the shoe industry as sales skyrocketed upon their release. The partnership with Micheal Jordan influenced the shoe industry to partner with other famous athletes. The importance of Nike is that they have become a mainstream in fashion and are a leader in athletic gear (Knight, “High-Performance...”). Nike shoes have made a major change in the shoe industry.

Learning about shoes seemed to be the perfect topic for me. I wanted to learn more about what I love to wear in an everyday outfit. The topic of Nike stood out for me because I didn’t know how much deeper I could learn about a simple shoe. I was fascinated by the history of NIKE and how they have come so far as a company. After reading into Nike a bit more I realized this was the right topic.

I conducted my research by finding valuable interviews with Phil Knight talking about how their company NIKE, has hit their peak stages over the years. Other interviews with people NIKE partnered with were also convenient. Interviews were very helpful to get other people’s perspective on how starting a business could be difficult. Other primary photographs were also very useful in finding the different looks and styles that NIKE had created for shoewear. Other secondary sources over NIKE’s history were helpful in writing certain parts of the paper and website.

I decided to put together a website using the NHD Web Central format. I first started to make each page of the website and colored the pages the shade I desired. I then continued to label each page and add the correct information about my topic. After all

information was in the website I then added the necessary pictures that contributed to the writing. Once I was done with the pictures I started to work on my citations.

Annotated Bibliography

Primary:

“Bill Bowerman and Phil Knight.”, *Lemmels-Mit*,
<https://lemelson.mit.edu/resources/bill-bowerman-and-phil-knight>
 Accessed 21 Dec. 2023.

This is a primary source that helped the writer understand the appearance of Bill Bowerman and Phil Knight. This photograph can be found in the introduction page of the website.

“Chicago Bulls v. Washington Bullets.” c. 1985 *Getty Images*
 <<https://www.gettyimages.com/detail/news-photo/michael-jordan-of-the-chicago-bulls-looks-to-shoot-against-news-photo/936672014?adppopup=true>>
 Accessed 11 Jan. 2024.

This is a photograph that helped the writer understand how Michael Jordan wore his Nike shoes during games. It can be found in the impact page of the website.

“RBS Store” “History of Nike: Facts About its 50th Anniversary.” *Business Insider*
 <<https://www.businessinsider.com/history-of-nike-facts-about-its-50th-anniversary-2014-11>>
 Accessed 11 Jan. 2024

This is a primary source that helped the writer understand the what Nike’s first store looked like and its original logo. It can be found in the turning point and the thesis pages of the website.

Knight, Phil. “High-Performance Marketing: An Interview with Nike’s Phil Knight.” *Harvard Business Review*, 1 July 1992,
<https://hbr.org/1992/07/high-performance-marketing-an-interview-with-nikes-phil-knight>. Accessed 11 Oct. 2023.

This is a primary interview source with Phil Knight, one of the owners of Nike. Which helped the writer understand Nike’s marketing strategy. It can be found in the process paper, impact, importance, influence, thesis, and turning point pages in the website.

Knight, Phil. "Nike's Fiercely Competitive Phil Knight." *CBS News*, 24 Apr. 2016, <https://www.cbsnews.com/news/nikes-fiercely-competitive-phil-knight/>. Accessed 31 Oct. 2023.

This is a primary interview source with Phil Knight, one of the owners of Nike. Which helped the writer understand Nike's history. It can be found in the thesis, introduction, and importance pages in the website.

"The Last Dance." 2020. *ESPN Marketing*. <<https://youtu.be/17NewHhRMqM>> Accessed 11 Jan. 2024.

This is a primary source that helped the writer understand the shoes that Michael Jordan wore. It can be found in the importance page of the website.

Secondary:

"An Official Loot At The Air Jordan 1 Black Toe." *Kicks On Fire*, 19 October 2016 <https://www.kicksonfire.com/air-jordan-1-black-toe-2016-official-images/> Accessed 21 Dec. 2023.

This is a secondary source that helped the writer understand the look of the shoe. It can be found as the background photo on the home page of the website.

"RBS Store" "History of Nike: Facts About its 50th Anniversary." *Business Insider* <<https://www.businessinsider.com/history-of-nike-facts-about-its-50th-anniversary-2014-11>> Accessed 11 Jan. 2024

This is a primary source that helped the writer understand the what Nike's first store looked like and its original logo. It can be found in the turning point and the thesis pages of the website.

"Nike Air Flight Mid." <<https://www.nike.com/id/t/air-flight-lite-mid-shoes-sFr84z>>

Accessed 12 Jan. 2024.

This is a secondary source that helped the writer understand the “Air Flight Mid” shoe. It can be found in the influence page of the website.

“Nike Air Force 1’07”

<<https://www.nike.com/t/air-force-1-07-mens-shoes-jBrhbr/CW2288-111>>

Accessed 12 Jan. 2024.

This is a primary source that helped the writer understand the “Air Force 1’07” shoe. It can be found in the influence page of the website.

“NIKE, Inc.” *Company-History*,

<https://www.company-histories.com/NIKE-Inc-Company-History.html>

Accessed 11 Oct. 2023.

This is a secondary source that helped the writer understand the exact dates that an event happened for Nike. It can be found in the thesis, introduction, process paper, and the timeline pages of the website.

“The Power of Partnerships - Nike & Michael Jordan Case Study.” *Centuro Global*, 13 May 2020,

https://www.centuroglobal.com/blog/the_power_of_partnerships_nike_michael_jordan/. Accessed 9 Nov. 2023.

This is a secondary source that helped the writer understand the Air Jordan shoe sales. It can be found in the impact page of the website.

