

4 consecutive games scoring 50 +, which is the 24th Kobe for our offer of a new round of performances, honor will always be yesterday, but history will remember the black mamba god, when the 8th of the past When, on the 24th of the legendary road has only just begun

Vans California 2014 Spring Primera series tushang 2014-05-06 22:43:17 Two days ago you reported the small series from Vans Vans California's senior branch of the Primera series of new products, the series includes the Chukka Boot 69 CA, Madero CA and Old Skool Reissue CA three models, with traditional high-quality Italian fabrics Prima Visione with leather-based materials to build, combined with dark brown leather details of the modification, exudes a very special gentleman style. Today small compared to everyone to bring the series kind appreciation, this series is now available in major designated Vans store shelves, a friend might like to look at.

[Chinese shoes Network - Brand Dynamics] people visit the Nike headquarters, few people went to the third floor, Rice Jerry House (the Jerry Rice Building) of?. An area of ??192 acres of the Nike headquarters in Beaverton, Oregon City, which is located at the north end of the headquarters building of the park. Even Nike's own employees, the majority of people in this building where the staff is doing what in the end is also poorly understood. There on the floor, the door block sign that read "exclusion zone: we hear you knock on the door, but we can not let you in," This sentence is not entirely a joke. Building, five or six groups of employees, gathered in various conference rooms, a conference room whiteboard filled with all kinds of equations. Supreme among them men, both engineers, there are scientists who or from the Massachusetts Institute of Technology (MIT), or from Apple (Apple). Heavily guarded building, non-disclosure: If a visitor allowed to enter, but he stared at a computer screen for longer time during a visit, soon there was a public relations officer jumped out to block his line of sight.

so strict secrecy programs and special channel safety monitoring technology was just the tip of running shoes can enjoy the benefits: For example, discovered a new type of polyurethane foam blowing, or the cushion technology has made other breakthroughs. But we say this lab employees are not in the manufacturing of shoes, clothes. They are quietly waging a marketing revolution.

This building is "Nike digital sports" (Nike Digital Sport) location. It is the department in 2010, Nike's newly established. On one level, the department's goal is to develop a variety of equipment and technology to help users monitor individual relevant statistical data at the time to participate in sports. The department's most well-known product is the Nike + running sensor. The jointly developed with Apple's products can monitor jogger in sports performance, soon available on the subject blitz. Now, there are 500 million people take advantage of this tool to check their state of motion. Last month, the "digital movement" section introduced the first heavyweight successor - monitoring the energy output of the "fuel wristband" (FuelBand).

However, the work of digital moving part of research and development must not be limited popular sports small equipment. This department gathered the world's most outstanding marketing staff, they single-handedly hold the data of Nike consumers, occupy a unique advantage, is expected to use the data to track consumers to create an online community, so as to establish strong relationships with consumers unprecedented . Nike plans to develop a huge, ready to shift most of its marketing activities in the digital domain, and this is part of it. Since the "just do it" phrase slogan was born, or even who Portland State University (Portland State University) graphic design students to draw the check mark logo Nike Swoosh (meaning "whizzed on paper "- Annotation) since Nike headquarters ushered in the most significant change.

Try to recall what you saw on TV recently Nike commercials. If you remember, do not be surprised. Although Nike's total marketing budget is still rising steadily, and last year it was reached a record of \$ 2.4 billion, but it is spent in the United States television and print media advertising within three years on the drastic reduction of 40 percent.

? Brian Collins is a brand consultant, also a senior creative director of the advertising industry, he said: "Now, Nike has rarely put in traditional media advertising a"

past that from top to bottom, around the most popular single product launch marketing campaign is gone, whether it is your superstar Tiger Woods endorsement, launched autograph version of "Air Force One" (Air Force 1) or publish parody appeared in the late 1980s by the cloth? Jackson, Nike's brand identity alone will be able to sell the brand of "Cloth know" (Bo Knows) commercials.

These marketing tools have been new, full of interactive marketing campaigns element substitution, they allow users to communicate directly with Nike. Message to the big screen erected 30-storey Johannesburg Nike Twitter fans;; from the strap and then to monitor the state of motion by Oscar-nominated director of photography, not in prime-time television broadcast, but on Facebook premiere large-scale advertising, This is reflected in the new marketing trends. ? Jon Eriksson Baum Bond is Bond Sena Ke Partners (Kirshenbaum Bond Senecal & amp; Partners)?? Co-founder, who now runs a social media advertising company. He said: "Obviously, Nike believes that even if there is no large-scale television advertising, their business can still done fast."

Cause

When this transition is simple: Nike need close to the consumer. The core consumer image is a 17-year-old boy. He spent than adults sneakers on 20% more, but he had to give up TV, but in all kinds of online communities in a nice duck. Nike not only think they have without the help of a massive TV advertising will be able to develop new markets, it said that the digital world allows the formation of its brands and consumers closer interaction - tightness might be comparable to the development of early Nike. At that time, that is, the 1960s, the company founder Phil? Knight drove his car, personally sell shoes. Not long ago, in the "Fortune" magazine (Fortune) interview, Nike CEO Mark? Parker in Beaverton that room filled with knick-knacks his office said that this is a major change. He said: "The previous mode of communication is that it is our product, which we do advertising, hope you like but now communication is a dialogue.."

different markets favor different athletes. In China, people of Kobe & middot; Bryant (Kobe Bryant) madness. Believe it or not, the great Kobe there than in the United States. He presided over his own reality show, every year around the Chinese parade, with fans meet. Morningstar (Morningstar) analyst Paul & middot; Si Wen Nande (Paul Swinand) said: "He is Michael & middot; Jackson (Michael Jackson) and Michael & middot; Jordan (Michael Jordan) combination." Bryant to sponsor Nike cap imprint on the emerging middle class, which is the Nike brand new customer base. Nike in which this market is its biggest growth engine. (Chinese shoes Network - the most professional and authoritative Footwear News)

New Balance M1300 new color to be on sale 2013-12-08 23:42:12

New Balance has recently launched a new color of ; ; M1300, as New Balance's popularity absolute star, ; M1300 often introduce new color will be subject to widespread concern. This time the new color is an instantly felt it exudes a strong NB style, navy blue suede material with gray mesh fabric, I believe this color in turn let the New Balance fans great joy of it. You fans pay attention, this ; New Balance M1300 new color coming for sale in major stores shop.

LeBron James drying out new animal pattern Nike Zoom LeBron 2 2014-02-24 21:02:10

Today LeBron James on a personal Instagram drying out pair had never been seen before ; Nike Zoom LeBron 2, This version uses a leopard covered with zebra design shoes, combined with red laces very high profile. It is reported that this ; Nike Zoom LeBron 2 perhaps the world's only this one pair, like a friend can only admire the.

Nike Flyknit Racer new blue water lake to be on sale 2013-12-08 23:38:55

Long time no movement of ; Nike Flyknit Racer in turn has finally introduced a new color, this sought after for its integrally molded shoes fly line technology and fashion sense of the full shape of a launch would have been the hugely popular market response. So often launched a new color will attract many people's attention. Overwhelmed by this new version uses a very eye-catching water lake blue tone, with white shoes are Phylon midsole and Swoosh appears in turn is a rare popular color. It is reported that this ; Nike Flyknit Racer will be available in the near shelves in designated shops.

Bryant for the "play tricks" give participants one on one training and as a mentor Bryant, in addition to teaching basketball skills, he more attention to the player's psychological level, one day course he arranged to sit down to talk with the players, "Everything in life is very dull what does that mean? is that there are ups and downs in life, the courage to face the difficulties, challenges and overcome, then you can achieve true self. Now is the time you can play tricks." Bryant said. "Everyone has the ability to play Chu Mingtang, anyone can play tricks." He also encouraged the players to leave early in training camp, brave start a new journey, from start to believe their own.

Bryant and "play tricks" the forum participants repeatedly stressed the importance of a successful basketball for basic training, and 11 questions for the participants to give advice

Kobe Greater influence

2006 hit a staggering record of 81 points, Kobe Bryant for the first time to expand the Greater China line, share his willpower and how mindfulness exercise, allow yourself to grow into the process of elite basketball players, basketball and encourage more young people to participate in self Mining possibilities. Greater China every summer of his line, has three places across 16 cities, thousands of fans witnessed his love of basketball with stick.

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Kobe Greater China's influence, had already gone beyond the simple emotion among basketball players and fans, and his love of basketball and put influenced countless young people become spiritual mentor of many young people.

Bryant visited Hong Kong Open 2013 Chinese basketball journey, encouraging more young people to become prime time evening exercise time, every corner of the city will be turned into a playground sweat

Bryant visited every year since 2006, Greater China, the three places across 16 cities, to share his basketball career as well as adhere to the spirit and encourage many young people to pursue their dreams

Kobe Greater China over the years the line

In 2006, the first row to expand the Greater China including Beijing, Hong Kong, Taipei, with "81 spirit" incentive Greater adolescents.

In 2007, over the energy class trip for the first time, arrived in Shanghai Luwan Stadium into a frenzy to make.

In 2008, Kobe Bryant in Beijing to celebrate the 30th birthday, and won the gold medal in men's basketball.

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