

Out of Nowhere

The Inside Story of How Nike Marketed the Culture of Running

by Geoff Hollister

About the Book

How does a boy from a small Oregon farm town get swept up in the politics of his chosen sport? *Out of Nowhere* takes the reader along on Geoff Hollister's 33 year journey at the center of the company that would change not only the world of athletic apparel, but the business of sport itself, Nike.

Nike began with a handshake and a few hundred dollars passed between Phil Knight and legendary track coach Bill Bowerman. Hollister was coached by him at the University of Oregon and was Bowerman's pick as Nike's second employee. While still a junior art major Hollister began selling athletic shows out of the trunk of his car for Blue Ribbon Sports, later known for its Nike brand.

Out Of Nowhere provides an inside look for the entrepreneur, from someone who experienced the humble beginnings, lived and breathed 33 of the first years of Nike, now the largest sports and fitness company in the world. Hollister takes you on the rollercoaster ride of success and failure. Bowerman always said, "You will learn more from your losses than your wins." *Out Of Nowhere* is about life - the tests and personal losses along the way, the contributions and leaving a gift at the end for future generations. Maybe you will produce that big idea you've been sitting on, saying, "If these guys can do it, I certainly can."

About the Author

Geoff Hollister retired from Nike in 2001, the longest tenured Nike employee of 33 years. He still is a consultant to the company.

He competed in the steeplechase for the legendary Bill Bowerman while at the university of Oregon. He later went on to become the founder of the Nike OTC Marathon, initiated the Athletic West and Nike's sports marketing and Olympic Programs.

Moreover, he designed products, produced documentary films and remains one of Nike's historians. Geoff Hollister lives with his wife near Seattle.

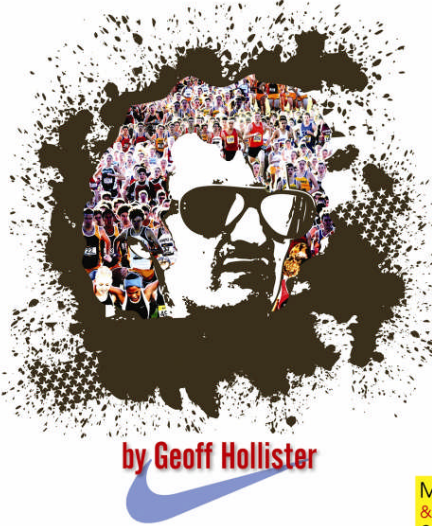
Promotion

Consumer periodical review mailings directed at national and regional publications, multi-sport publications and local tie-ins at newspapers in cities where running events will be held.

Press releases directed at running and marathon media.

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The Inside Story of How Nike Marketed the Culture of Running



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