

## FILIALES

Las submarcas filiales de Nike son **Converse**, **Hurley International LLC** y **Jordan Brand**. Converse se reporta como segmento separado, mientras que Hurley y Nike Golf se incluyen en los resultados financieros globales de la marca Nike.



Hurley

## CATEGORIAS

Además Nike cuenta con varias categorías, donde se diferencia en el sexo y la utilización de cada producto.

Las categorías son:

- ✓ NIKE +
- ✓ NIKE ATHLETIC TRAINING
- ✓ NIKE BASKETBALL
- ✓ NIKE FOOTBALL
- ✓ NIKE FOOTBALL (SOCCER)
- ✓ NIKE GOLF
- ✓ NIKE RUNNING
- ✓ NIKE SB
- ✓ NIKE SPORTSWEAR
- ✓ NIKE TENIS

NIKE BASKETBALL



Nike ha logrado mantener una clara posición de liderazgo frente a su competencia. Los principales competidores de la firma son Adidas (que en el año 2006 adquirió Reebok), Puma y Under Armour.



## POSICIONAMIENTO

El posicionamiento actual destaca valores como **estilo de vida, unidad y disfrute**. Los mismo reconocidos por el consumidor, los que se mantienen ya que, le sumarán la conexión entre la marca y el consumidor y la **innovación tecnológica**, que es lo que más lo caracteriza.



# Manual De Marca Nike

**Manuel Broseta Pont, Fernando  
Martínez Sanz**



## **Manual De Marca Nike:**

## Adopting the Beat of Expression: An Psychological Symphony within **Manual De Marca Nike**

In a global taken by monitors and the ceaseless chatter of fast conversation, the melodic elegance and emotional symphony created by the written term usually disappear into the background, eclipsed by the constant sound and disruptions that permeate our lives. Nevertheless, nestled within the pages of **Manual De Marca Nike** a wonderful literary prize brimming with natural feelings, lies an immersive symphony waiting to be embraced. Constructed by an elegant musician of language, this captivating masterpiece conducts visitors on an emotional journey, skillfully unraveling the hidden songs and profound influence resonating within each carefully constructed phrase. Within the depths of the moving review, we shall discover the book is main harmonies, analyze its enthralling writing model, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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