

# “SNEAKER WARS” PAPER

(Due December 11<sup>th</sup>)

In essence, *Sneaker Wars* served as a “survey course” to sports management. That is to say, the book covered a multitude of topics including, but not limited to: the historical evolution of sports business, international relationships, sports business contracts and transactions, and even the pure/impure nature of sports business. While the book covered a large amount of particular topics, there were still a number of general key lessons to be learned. As such, for this report on Sneaker Wars, you are to provide the following:

-Provide an in-depth discussion as to what you believe was the function of “Sneaker Wars” (i.e., why it was written/what was the overall point of the author’s story?)

-Furthermore, provide a summarization of what you believe was the main lesson to be taken away from the book.

-Lastly, provide your own reaction to the book, from a sports management student’s perspective. (In concern to this, was there anything that surprised/shocked you about the sports management landscape? What will be your biggest takeaway from the book?)

## **Format**

Each Paper should be at least 1.5 page in length, and NO LONGER than 2 pgs. The paper should be turned in with the following format:

Double spaced, 12-Point Times Roman Font, ONE INCH MARGINS.

## **You will be graded upon the following guidelines:**

### **Adherence to instructions – 25 Points**

- Did the student turn in the paper on time?
- Did the student follow the technical instructions presented above (i.e., adherence to format)?
- Did the student answer the above instructional questions?

### **Grammar – 25 Points**

- Does the student show proper use of spelling, punctuation, word use, conjunction, and overall grammar?

### **Clarity and Organization – 25 Points**

- Does the paper “flow” ?
- Is there a logical connection from the beginning of the paper to the end?
- Is there an intro, body, and conclusion properly addressing the above instructions?

### **Content – 25 Points**

- Can the student display to the teacher that the book was fully read and understood?
- Is the student able to properly convey their understanding of the book to the written paper?
- Did the student provide ample information to address the above instructions?
- How well did the student provide a breadth of information in concern to the above instructions?
- Does the student show sufficient understanding of the book in the form of their write up?