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HarperCollins 'Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma' By Barbara Smit.

Updated March 20, 2008 10:09 pm

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Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and

Rudi Dassler started their shoe business in their mother's laundry room and achieved almost

instantaneous success. But by the end of World War II a vicious feud had torn the Dasslers apart,

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