"This is really like a gamble." September 7, Gu Yue Min recalled the scene that day, still conceal excitement. Of course, winning is not only Liu Xiang, the much-anticipated men's 110 meters hurdles final runway, her clients Nike had the last laugh.

On the 28th, lucky day," the three versions

At 10:00 on September 8, Nike Chinese company The marketing department employees are the few classic hurdles Liu Xiang printed advertising Sketchpad shot carried away conference room, these special drawing board soon to give Liu Xiang.

At the same time, published in the "on the 28th, lucky day," Liu Xiang large posters have covered the Shanghai who sell Nike products all shop windows.

these posters designed by JWT Nike print ad "auspicious articles," Gu Yue Min said, "auspicious articles" actually designed three versions: gold version, silver and bronze version and unlicensed versions. Finals ended, responsible for media buying business JWT Mindshare immediately notify the three major cities Beijing, Shanghai and selected five newspaper advertising department, the same day delivery gold version celebrate advertising. ;

"! The market of integrated marketing with too perfect" copy creative director of JWT origin □□□□□□□□□□□□ he said.

Hu Gang, another creative director Zhu art origin and companies have time to work the 2089 Nike Team, it is the longest pair partner JWT. Nike JWT Team is able to maintain the most exciting Team, because Nike is usually given maximum creativity and play space.;

from the initial advertising market in China, Nike chose JWT, but is only responsible for Nike JWT in mainland China and Hong Kong's advertising business, agents of Nike's global advertising is WiedenKennedy, the company is said to have an office recently into China.

WiedenKennedy Nike launched during the Athens Olympic Games advertising creative is Yundi version of "Can you faster than you." This is the unified version of the Nike television commercials in the world put.

Gu Yue Min has been in discussions with her clients, how to use the opportunities the Athens Olympics, a surprise move in China's marketing. This time Liu gradually into view. In mid-July, Nike China and recommended behest, ancient and her partner began formal work plan to make Liu Xiang. Creativity is still the starting point, "You can be faster than you."

consider Liu Xiang in Japan, Europe has run out of good results, into the top eight should be no problem, but the Ku Min Tan Yan, had also thought better to just get a newspaper Contributed secure. When looking for Liu Xiang qualities, they found that the man was really something - he is beyond his idol, he represents a breakthrough, Asians do not do things exactly the same with Nike, which demands global advertising concept. Ancient suddenly excited, she got a lot of video data to see Liu Xiang, "He is very 'real', you really touched him." Liu Xiang, the show's strong desire to win and personality, it seems at JWT Team Nike, Nike is the global market to promote its theme "Can you faster than you" living examples.

then began starry night and hardships, has experienced four major proposals would be. Each has three or four proposals discussed new ideas, eventually two creative script sift through, the final decision is sent to Nike headquarters. "Nike sees no need to add too many elements in the ad, Nike's appeal is very pure, is exercise, as long as full of athletes, like the kind of spirit manifested."

Hu Gang said.

"Nike may be embodied in the spirit advocated by Liu Xiang body perfectly." JWT's creative team decided to use the definition of Asian, because Liu Xiang not only belong to the Chinese people's glory, and Asians are Chinese people to help in the international fight to glory.

Nike's operation is quite standard, advertising creative script to notify the Chinese Olympic Committee and the International Olympic Committee, who proposed should avoid talking about skin color, so "Who sprint stadium There is only black and white levels?" copywriter was abandoned when the final plan finalized in early August, only two weeks of operating time.

Zhu Hailiang call with Nike and JWT already have had many pleasant cooperation of Chinese new generation of directors Li Ran, let him at that time do not pick another piece, left the time to do this ad film. From shooting to editing, dubbing, all the work done in August 16. And under normal circumstances, such an ad film shoot, need 4-6 weeks time. Hu Gang said that during that time the whole team can be described as "passion investment."

through its international network analysis, Nike has realized that Liu might be changing the first person of Asian track and field history. So, finally came out of the television advertising "Breaking the Law" chapter is such a picture: on the starting line, ready to move, the calf muscles ...... Asian complexion starting with a series of actions, subtitles play: Law 1, Asians muscle explosive enough? Law 2, Asians can not become the world sprint trapeze? Law 3, Asians lack the momentum to win? - Lens opened, Liu Xiang leading the way, the opponents behind. Subtitles played:

the laws are made to be broken

August 24 preliminaries before the day began in the above ad broadcast nationally, and with international versions of Nike ads
evenly divided over the time period, from the 27th, all put Liu Xiang Nike ad.

August 27 to 29, Nike requested relevant companies to consumers sample three major cities in 1500 to do market research showed that sports brands, respondents Liu Xiang of this ad deepest impression. Liu Xiang Nike tells the story, not only resonated widely in the field of sports.

Liu Xiang, a specialized service person

"This is absolutely not an accident," Nike Pan Jianhua, director of marketing for Greater China, said, "Any one perfect marketing, is not a coincidence."

as a professional sports company Nike has a staff of rich professional experience in the field of sports. "We can determine who is a rising star, before he lit, Nike will be excavated to provide the best equipment for him, to help him improve performance."

"Nike today's success depends largely on the work of the athlete as a partner so we have to put Nike personified, as long as optimistic about the signing of Nike athletes, will appoint someone to serve, to provide any possible assistance to athletes. . "Pan said.

Nike Chinese company has two marketing department, a brand marketing, a sports marketing department, the former is responsible for advertising and public relations affairs, the latter signed the main job is to serve the athletes, including monthly orders to the headquarters to meet the equipment requirements of athletes throughout the year, and is responsible for contacts with the national sports community.

height 190CM Li Tong is such a Nike employee, his identity is now marketing manager of Nike, responsible for contacts with the National Athletics Association. Nike had signed Liu Xiang and enable it as an advertising spokesman, Li Tong is the worship Huyanzhizhu strongly referrals

the reality is often more dramatic color, before Liu Xiang Li Tong is the men's 110 meter hurdles Asian record holder for many years.

Li Tong Nike in 1981 he signed the first athlete in China, in 2002 returned from overseas to join Nike. At that time, Nike also began to renew close cooperation with the Chinese Athletics Association. In Lee's extraordinary experience, track and field team for the case of its hand. When LiuXiang participate in the Games and the World University Games in 18 years old, it caused Lee's attention, when Liu Xiang's performance is 13 seconds 34, he is convinced that the boy has great potential to reach a higher level.

at the recommendation of Li Tong, Nike headquarters to send someone to go to the competition at Liu repeated site visits, concluded: Liu Xiang is definitely a rising star! Nike China that year signed a contract with Liu Xiang.

Li Tong is still clearly remember that Liu Xiang to take the Universiade gold medal in 2001, when he wore blue and golden hook, there are eight nails 97 models of Nike running shoes, that Nike shoes are then supplied to the Chinese track and field team, Li Tong Liu Xiang even guess which shoes to wear old athlete left. The following year, Liu Xiang in Lausanne, wearing a pair of white Nike running shoes, the first to break the Asian record.

on the World Cup tournament held in Paris, escorted Li Tong, Liu Xiang, wearing the new Nike shoes provide. After the game, Liu Xiang Li Tong will convey the views of the company: the soles do not need so much nail fastener into lace. ;

brother Li Tong told the company starting from a professional point of view how to help Liu Xiang, continued assistance to the office to the corresponding requirements, and from the macro to provide some professional advice to Liu Xiang. In 2003, Nike Liu Xiang opened the special treatment, try to provide help in the Nike can assist the range, including arrangements to attend a number of activities to meet the clothing, equipment, special requirements, especially when the period of Liu Xiang competition abroad, will send accompany someone to help deal with the interference of various affairs of his game. Equivalent to almost half the broker role.

The Athens Olympic Games, Li Tong also escorted.;

sports marketing Lee is located, now has more than 20 employees, and the need to continue to increase manpower, because there are more and more positive signing players need additional services. "We now have great potential pick players, many of whom are new rising stars." Pan Jianhua said.

Liu worth? ;

in Li Tong opinion, there should be a 21-year-old Liu Xiang decades maintained a high level of competitive state, if well maintained, can last until 34 career ~ 35 years old. ;

Liu worth? This is after the August 28 issue of media are keen to discuss. A Beijing company, said Liu Xiang upset annual advertising contract is 2 million yuan; some of the advertising profession reporter spoke to said that, at least, should be at 300 million yuan. ;

as of now, in television commercials for the brand endorsement of Liu Xiang only three: Nike, Coca-Cola, Maxima. The three companies had little move, and now seems to look flash in the pan. ;
Maxima in February this year, Liu Xiang was formally signed. Liu Xiang Maxima will recommend to its advertising agency Shanghai Advertising Co., Ltd.. The company's business director, said Liu Xiang felt very young, in the rising period, some achievements have been very easy, and in addition to the requirements of the sport hurdle rate, but also requires considerable technical and explosiveness, which brand and Maxima demands very consistent. He refused to disclose the contract amount, but rumors of this comprehensive agreement only a few dozen yuan.

another one can not spend much money. It is said that Pepsi had to go first to the door, out of the price tag is 100,000 yuan a year, in the Paris world championships, Liu Xiang won the bronze medal, competitors Coca-Cola contract value quickly from 250,000 added to 35 million yuan, Liu Xiang won 2004 advertising contract.

and Nike regard, according to unofficial reports, Liu Xiang has just renewed. A widely circulated statement is reproduced by competing Nike contract is about 400 million / year. Nike Pan Jianhua, director of marketing, admits not so much to the newspaper.

and former two different is that Nike talking about Liu Xiang, it seems even some love the feeling. "We are investing in the future, such as the amount is not out preaching, but the contract can be modified, the contribution of the two sides which can be reflected in the contract, Nike has quietly done a lot of things, Liu Xiang will have a better marketing plan." Pan Jianhua said.

This year, Nike is the world's widest Liu Xiang specially made special shoes, red, white, gold three pairs. Pan said he hoped to wear a pair of gold shoes heart when Liu Xiang finishes, but Nike's principle is to do everything we can in advance, will not provide any comments. Liu Xiang, the final choice is white shoes.

Liu Nike also ready to help a special commemorative edition CD. "It does not matter with the market, he was an outstanding athlete, Nike worth doing a lot of things for him." In 2008, Liu Xiang will be 25 years old, this is the golden age of athletes, and Nike wish him more success in the home. But the two sides to the contract exactly when? Only Pan said, it is now very clear that Liu Xiangming will appear in Nike's advertising and marketing activities.

However, from the Pan conversation, he clearly hopes this will be a continuation of a long time of the contract. Pan Jianhua said that he very much hope that, one day you can have Nike's US headquarters buildings, "Cheung House." Several buildings Nike headquarters are in long-term close cooperation relationship with Nike athlete named, such as Michael? Jordan House, Agassi floor.

marketing department has been working for 10 years at Nike Pan slight criticism for some beverage companies like Nike to take the car along the practice. "We'll see the future, long-term planning. Nike never do a one-time deal, because you can not understand the athletes, grasp its characteristics and its market tightness"

the Athens Olympics, Nike-sponsored China National There are 24 teams, 32 Chinese team won the gold medal belongs to Nike-sponsored athlete has 12, the groundbreaking project, in addition to the men's 110 meter hurdles, tennis, canoeing, women are all meters Nike sponsorship.

"Nike most willing to do, to do the most good is to train a rising star not purely sport turn into a business, contract money trouble, but to create opportunities. His ability to break through the culture, the return will be in the back. Some people would argue that only the big companies have the strength to do so, but Nike original size of small companies do now, is because he insisted on doing so.

"Pan said that from now until 2008, Nike headquarters will use the players and coaches of global cooperation resources, go to more experts to help Chinese sports development, to meet the special needs of sports associations to help cooperation.

Nike is the only company willing to invest in the future of the company," he said.

1984, when Li Ning blowing "China whirlwind" at the Los Angeles Olympics, Nike's almost in the same year signed a 21-year-old basketball star - Michael. Jordan, more so within the time then, Nike global fame, performance Changhong. Is one such two seemingly unrelated people, but it seems some kind of arrangement in a contest with the competition. Li Ning and Nike's contest, in fact, from the birth of the brand Li Ning began, and 15 years is nearly five years, the two sides began to really feel each other strong pressure brought by the opponent. When fully ripe Nike China market, the same plan as "Total Annihilation" in their own house, but Nike is concerned, to become one of the key global brands, it is how successfully blocking "foreign brands" in the local market, or even the local market are not restrain a brand, to talk about what is undoubtedly the internationalization Nights Tan. Please pay attention to this issue, Li Ning and Nike's marketing real cases. Part I can not avoid the internationalization of international sports in 2005, at least three important contract with Li Ning activity or rumors concerning; January 18, 2005, Li Ning Company and the NBA announced in Beijing, "Li Ning" became " NBA strategic partner".; January 24, 2005, the Beijing Olympic Organizing Committee announced Adidas (Suzhou) Co., Ltd. and Adidas - Salomon Group became the partner of the Beijing 2008 Olympic Games. From the beginning of the 1992 Barcelona Olympic Games as Chinese athletes to accept the award four consecutive clothes, "Li Ning" is no longer the continuation of national brands Olympic track; in September 2005, a large number of media reports, Li Ning Company intends to acquire market capitalization of 186 million pounds (2.65 billion yuan) famous British soccer supplies company - Umbro (Umbro) companies. Standardized operation, Li Ning defensive back when the international color more intense sports, Li Ning inevitably involved. It should be said, in the face of this international success of the brand Nike, Li Ning has shown determination and strength. The reduced and speed is very obvious, but the pressure is borne by Li Ning, the current exception is huge. In the international context, the only result is not going forward is to be ruthlessly eliminated. We might look at from the following angles compared to Li Ning, Nike gap exists, which is the gap between the strong and the stronger person. And many Chinese brands in other industries are similar in the international sports market, Li Ning brand companies face has a very high concentration of international sports brand groups, seem to be able to take the only strategy is defensive back. Because Should "restrain" is a lose, should "not go out attack" is also an input, so the face of Nike's China Strategy, Li Ning can only take "three three evils" of the policy. First, anti-(defensive) Low trans (hit) high.
15 years, Li Ning’s main source of income comes from the low-end market. In its OK to the professional high-end sporting goods business transformation process, they may have to face recognition is not high, low or accept embarrassment. In recent years in response to Anta, Sanko, led by enterprises in Jinjiang, Fujian, Li Ning launched for low-end market, the price is more than 100 dollars of "comfort equipment" products, and offer 20 square meters or less, "starting line" shoe, blocking low Brand new threats end of their formation. Although Li Ning Company has an enviable distribution network of more than 2,800 stores in China formed, but compared to Nike's revenue comes from only five or six major cities of Beijing, Shanghai, Guangzhou, and Li Ning's performance comes from the national market the status quo, to the high-end market for food has become inevitable after the successful defense of Li Ning Company. Second, anti-(keep) the local anti-(hit) abroad. Although Li Ning in the domestic market after the company achieved 15 years of rapid growth, especially Li Ning Company to adjust business strategy after 2002, Li Ning's annual operating income from the 720 million yuan, 800 million yuan and 1.2 billion yuan in 2004 rose to 18 billion. But look at the speed of foreign competitors will know, Li Ning in this than speed, than the size of the contest, advancing quickly enough. In 1999, when Li Ning reached annual sales of 700 million yuan in China, Nike's sales in the Chinese market only 300 million yuan, 100 million yuan Adidas. But after 1999, Nike, Adidas in China's growth rate is far more than the Li Ning, Nike's growth in recent years in the domestic market are as high as 30%. The reason, Nike and other international brands to seek China's domestic market can give short-term profits, but will focus on the consumer to cultivate, build channels, a brand, Li Ning have to protect profits, insurance market, insurance brand, multi-line operations. Third, the anti-(keep) the anti-popular (hit) the mainstream. Li Ning in the development of the domestic market, initially taking a "full motion" strategic positioning, and take a "leisure + sports" model of development. But as Nike, Adidas and the international mainstream sports - to promote basketball, football and other marriage patterns inroads into the domestic market. Li Ning brand marginalization trends are becoming evident, even in some large urban brand appeal continues to decline. To change this passive situation, Li Ning Company currently has men's basketball, football, women's tennis, fitness projects has the most extensive public foundation, have a tremendous impact on society as a key project of sports specialization object. Li Ning, a succession of Spanish men, women's basketball contract, signed with the NBA to promote basketball game on campus, etc. are doing some positive attempts and efforts. Strong alliance, Li Ning international attempts can say that sport is Chinese first open field. When we planned economy, when we are still very conservative in their entertainment, news, etc., competitive sports was an important part of patriotism and unprecedented liberation. So from this perspective, sport is our first field with the international standards. The elite athletes such as Li Ning is the first in that era, the most comprehensive travel around the world of people, so you can say that the globalization of the seed planted very early in the Li Ning hearts, so we will find that the Li Ning Company is one of the few, from beginning its inception more positive stand on the global level thinking local companies. Not only because the business development needs, Li Ning company needs and Olympic, NBA, athletic teams of foreign business cooperation, the Li Ning Company is in all aspects of the strongest companies in various fields of international cooperation, with a view to absorb more nutrients from cooperation From the table below we can see reflected: Part I, change, self-denial of the soul beyond the ; ; ; a great company is great, is not due to his continued success. But it can still loves to keep in the event of difficulties and setbacks, and ultimately self-transcendence. A "beat to death" of the company than a "big company" more existence. Li Ning and Nike in their respective business development course, on several occasions experienced such self-transformation, self-transcendence of Phoenix Nirvana. Li Ning's "subtraction" and "addition" for a stage success of the enterprise, is the hardest to let go They staged their own successful experience, and sometimes lethal home business is precisely this terrible experience. Li Ning Company was founded in 1990, has been developed are relatively smooth. But by 1999, the company's sales from $ 76 million in 1997 fell to around $ 60 million. Li Ning, a substantial decline in sales to sounded a wake-up call, so in the course of the world's leading companies in all aspects of cooperation, Li Ning, the company began its own "subtraction." First, the "minus" family "plus" newcomers. Li Ning has a kinship with the senior management group have left. Meanwhile hired professional managers from various industries involved in the management of enterprises. Second, the "minus" float "plus" shareholders. To achieve the separation of management and ownership, the transition to a modern enterprise system. Li Ning himself fade out the daily operations of the company, and gradually turned to grasp the strategic direction and operational areas of the capital layout. And the use of listed holdings of shares held by the family, including the introduction of Singapore Investment Company, including the shareholders. Third, the "minus" (RPA) complex "plus" International (concept), Li Ning strong patriotic feeling its early successes included not unrelated, but to become a global sports brand, we need to be more open, just and fair competitive environment and competitors expand loves. So while sponsorship basketball team in the country, receiving awards in areas such as the Olympic defeat, Li Ning company or according to a predetermined plan with France, Spain, NBA and other sports organizations and national cooperation. Fourth, the "minus" association (company) "plus" brand (agency). Li Ning brand is to create, at the suggestion of the Professional level institutions, previously a dozen companies have integrated into the Li Ning Sports Goods Group's initial realization of clear group structure. At the same time to strengthen the management of the Li Ning brand, in October 2001, set up a special marketing, sales and operations support department is responsible for the overall planning of the brand. Nike encounter "China issue" Nike founder Knight of the Chinese market has been looking forward to this: "China has two billion feet do we want them to have to wear Nike!!." But the face of the Chinese market, Nike maverick personality also suffered some minor trouble, the sixs and outs of some of the problems but also makes Nike have to seriously examine their words and deeds in the Chinese market. New problems encountered on the Chinese market, but also makes Nike has been more targeted in changes in the global market. Pride of international brands in recent years, frequent mistakes in the Chinese market, a critical factor is the government's supervision started to increase, consumer psychology matures. So I learned over, international operating experience and local market characteristics, combined as many international brands continue to grow in the required course. After Nike's "scraped the bone healing" Nike's performance to reach $ 9.6 billion peak in 1998, but began to decline. Nike sneakers was reduced by 14% of global sales, sports apparel decreased by 9%, when Nike laid off 1,600 people, a third of the marketing budget cuts. Michael Jordan retired again brought the Nike worse, lost the most legendary and inspiring A force of endorsers, Nike advertising the main engine almost stalled, Nike is facing a very severe test. And founded in 1999 after the death of one person Bowerman, the former was no longer involved in the company's specific business founder Knight had to come back and rebuild the company's new order. In time of distress, Knight in order to enhance the performance of Nike, once again raised the change of "magic wand": First, to rebuild a new management team. Knight hired from PepsiCo's Tony Blair as the new chief financial officer, the company hired from PoloRalphLauren Thomas. Clark served as chief operating officer, and bold use of dual leadership system, promoted senior director Mark. Parker and Charles. Danson common chief executive, to establish a new management team, the integration of old and new and the different expertise of personnel. Second, to strengthen the supply chain system. Nike old supply chain system is very confusing, scattered in 27 sets of computer systems around the world to take individual actions, not in communication with each other, so often caused by selling products out of stock, the stock too much unsalable goods phenomenon. In order to establish a new supply chain system, Nike spent $ 500 million to
be integrated, so that after the completion of the new time to market reduced from nine months to six months, and by the 39.9% gross profit raised to 42.9%. Third, the expansion of product lines. Nike's main commodity original basketball shoes, mainly in recent years, the introduction of golf supplies series, and Tiger Woods as a spokesperson, while strengthening the promotion of soccer shoes to meet the football population increase. Soccer Sporting Goods Series is currently the turnover has been as high as $ 1 billion, a 25% share of the global market, as much as 35% of the market share in Europe. Fourth, the addition of new brands. Nike has acquired advanced casual shoes brand COLEHAAN, hockey brand BAUER, first name brand sports shoes CONVERSE and slippery board brand HURLEY, and let alone the brand-name business. 2003 new brand of earnings growth of 51%, reaching $ 1.4 billion. Under Knight's restructuring, Nike gradually from a product-design firm known for innovative marketing, transformed into a highly organized and disciplined, improve efficiency, focus on new business performance, and therefore the end of the 2004 fiscal year, Nike Operating income reached $ 13.7 billion, an increase of 15%, net profit reached $ 1 billion, an increase of 27%, another new record. And another key initiative is the end of 2004 the company hired William Johnson. Perez, Nike is to give full play to its multi-brand sales in SC Johnson's experience to create better results for the company's two brands Nike and make new contributions, which is under a piece of cloth in the future. Reviewer no finest hour if there is no comparison, the results achieved in 15 years, Li Ning Li Ning sufficient comfort temples of white hair. But put on the global sports economy platform, Li Ning and even dangerous, because an industry capable of generating opportunities for international brand is limited. And now, this opportunity did not increase, but is less and less. Even big companies like Nike to see billions of dollars such, did not dare to have a shred of competitive slack. Sports brand building and exploration of movement value inseparable, but also with sports sponsorship inseparable, but what kind of sports sponsorship and decide what level of athlete sports brand brand positioning and international reputation. Over the years, contact with Li Ning brand together basically domestic elite athletes; and like Nike, Adidas such international sports brand sponsorship of clients throughout the world-class athletes around the world, which also established its world-class brand position . Li Ning to go international, domestic only sponsor athletes and sports teams is not enough. In addition, specialization has also been a "Li Ning" the soft underbelly of the consumer brand Li Ning lack of clear and explicit recognition, which is mainly due to the ambiguity caused by the positioning of the brand Li Ning, Nike, Adidas flagship high-end professional sports different yes, Li Ning flagship sports and leisure, and sports and leisure itself is a vague position, as consumers of sports consumption professional development, this positioning will inevitably compromised. Among the many studies tracking the development of Nike we have shown that Nike in business management and not too many unconventional in many ways even still followed the Adidas company set up several decades ago recognized the success of the footwear market strategy. Compared with its competitors, Nike is the first and best will "emotional" embedded core brand of the company, he seemed like a young Ganaiganhen style around a living person, it is precisely its independence Some. Nike company to find "rising stars" to train "Rising Star" featuring spokesperson cooperation model, not only makes the public increasingly believe these star achievements solidarity efforts with Nike, but Nike also get lower costs access to the image of endorsement. Focusing on sports, focusing on improving the competitive level of the athletes, which is not only need to consider Li Ning, Fujian many fast-growing "celebrity endorsements + CCTV," the sports brand should ponder deeply. ; ; ; 1984, when Li Ning blowing "China whirlwind" at the Los Angeles Olympics, Nike's almost in the same year signed a 21-year-old basketball star - Michael Jordan, then the more so? time, Nike global fame, performance Changhong. ; ; ; is such two seemingly unrelated people, but it seems some kind of arrangement in a contest with the competition. ; ; ; Li Ning and Nike's contest, in fact, from the Li Ning brand birth began, and 15 years is nearly five years, the two sides each other began to really feel strong pressure on the opponent brings. When fully ripe Nike China market, the same plan as "Total Annihilation" in their own house, but found himself looking at the Li Ning brand grew up, he had not thought to be a rival Li Ning Company, it seems to still be maintained From its inception when there is a strong sense of vitality in various fields began to frequently meet with their short soldiers. For Li Ning is concerned, to become one of the key global brands, it is how successfully blocking "foreign brands" in the local market, or even the local market are not restrain a brand, to talk about what is undoubtedly the internationalization Nights Tan.

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