

ZLATAN VS LEVY !

**WE'LL TALK ABOUT THE BUSINESS VENTURES THEY PURSUE
AND HOW DOES THEIR PERSONAS DIFFERENTIATE**

YOUR MAIN OBJECTIVES

Think of the differences between these two athletes .

Think of other popular athletes that we could compare them to.

What are the downsides of being so popular even when it comes to marketing ?

What are some good examples of country stars outside of sports ?



ROBERT LEWANDOWSKI

1. Who is Robert Lewandowski?
2. What is his business portfolio ?
3. Who is his wife ?
4. What are some of the business ventures she is pursuing ?
5. What is a power-couple ?
6. Why is he so popular in Poland ?
7. Why does he appear so often in advertisements ?
8. Who is a local hero ?
9. Give 5 examples of country stars
9. How big of an influence can a country star have on its nation ?



ZLATAN IBRAHIMOVIC

1. What was his childhood like ?
2. Why is his agent important to his story ?
3. In what way are they similar with zlatan ?
4. How would You describe Zlatan as a person ?
- 5.. How much have the clubs played for his transfers so far ?
6. What are some of the cities Zlatan Has played for ?
7. What is a key city strategy used by adidas ?
8. What are some of his business ventures ?
9. Are there any other athletes whose career we could compare to ZLATAN's ?