

ADIDAS VS PUMA



1. **Complete the Sentences :**

- a) Puma and Adidas were of a rival gangs
- b) The competition wasn't anywhere in
- c) The story of a family of starts in Herzogenhaura, with just above 20k of
- d) The message of the fastest man on the planet wearing Adidas shoes took and gave the company an immense boost
- e) The family.... was played out on the of the small town near Nuremberg,

2. **Explain these phrases and sentences :**

- a) Mutual distrust and suspicion
- b) Eventful decade
- c) The new era begins which completely unhinged the basic principles of the sports industry.
- d) Armed to the teeth with suitcases full of cash.

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3. Who were The Dassler Brothers?
4. How did their companies influence their hometown?
5. What's the synonym of a family argument used in the movie?
6. What was their situation, when they returned from the war?
7. People had no money for clean clothes but they still needed healthy shoes. Would you agree with this sentence when talking about our times?
8. Why did Rudolf come on board of the company?
9. What was the first thing that begins the brother's relationship breakup?
10. 1936 - which event is being mentioned?
11. How has Hitler improve their business situation?
12. What was the risky situation they got involved in during 1936?
13. What has happened in 1948, and why did it happen?
14. Which event has boosted the Adidas to a global market leader?
15. A new chapter of sports marketing - explain
16. Would you sell your brother for a shoe company?

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FLOW STATE
ENGLISH



Discussion Panel

1. Does sport change the face of marketing nowadays?
2. Who is Your favorite athlete and why?
3. Name 5 of the most influential athletes of all times .
4. Who is the most influential athlete now ?
5. Talk about an interesting sports campaign.
6. What is the richest sports club in the world ?
7. What would You think of making business with members of Your family ?