

December 8, 2017

Dear clients and friends,

Re: Shoe Dog by Phil Knight

In the spirit of the season please accept this book as a gift from Lewin Capital Management.

The author's name and the 'swoosh' on the cover have probably already tipped you off that this is a book about Nike. It begins in 1962 when a young Phil Knight follows his 'Crazy Idea' and starts a business called Blue Ribbon to import Tiger running shoes from Japan. This book is an origin story – rather than providing business advice it weaves a fascinating tale about how Nike evolved from a simple idea. The evolution of any business is often shaped at a few critical junctures during the early days and the author does a great job of recounting some of those moments. That, combined with the passion of the founder, is what makes it such an engaging read. It was the best book I read in the last year and I hope you enjoy it!

Best wishes for the season to you and your family.

Sincerely,

Dan