

# Mini Case Study Nike S Just Do It Advertising Campaign

**Denise Lee Yohn**

*Word of Foot Marketing* Robyn E. Davis, 2016 Just Do It. The iconic slogan for Nike is now intrinsic to the Nike brand. The multifaceted slogan, created by Wieden+Kennedy, debuted in 1987, and has been associated with the Nike brand since. As the most highly researched Nike campaign, many key themes about Just Do It have been established pertaining to the Nike philosophy, irreverent nature of the advertisements, the focus on branding, the cultural resonance, the image-oriented and emotional advertising techniques, and focus on the consumer needs. The current research study postulates that marketing appeals and key themes associated with the Just Do It campaign were employed by Nike prior to the campaign. To evaluate if Nike's marketing tactics appeared prior to the Just Do It campaign, numerous primary and secondary sources were analyzed. To evaluate the strategic focus and intent behind Nike's initial grassroots promotions and marketing campaigns preceding the campaign, the study employed a history analysis integrating an interpretation of Nike's marketing and a contextual evaluation of print collateral, television spots, outdoor advertising, and media articles. This study was constructed from a cultural-historical and narrative-analysis and found that many marketing efforts prior to the Just Do It campaign paralleled many of the key themes outlined.

The Sports Management Toolkit Paul Emery, 2011-04-19 The Sports Management Toolkit is a practical guide to the most important management tools and techniques available to those working in the sport and leisure industries. Designed to bridge the gap between the classroom and the workplace, it includes ten free-standing chapters, each of which provides a detailed introduction to best practice in one of the core sports management disciplines. Written in a clear and straightforward style, and free of management jargon, the book covers all the key functional areas of contemporary sports management, including: marketing performance management risk management human resource management project management finance. Each chapter includes a detailed, step-by-step description of the key tools and techniques and their application; a 'real world' case study to demonstrate the technique in action, plus an extensive guide to further resources and a series of self-test questions. The final chapter offers an extended, integrated case-study, demonstrating how all the key management techniques are combined within the everyday operation of a successful sport or leisure organization. This book is essential reading for all students of sport and leisure management, and for all managers looking to improve their professional practice.

**Digesting Femininities** Natalie Jovanovski,2017-07-18 This volume addresses how the rhetoric of feminist empowerment has been combined with mainstream representations of food, thus creating a cultural consciousness around food and eating that is unmistakably pathological. Throughout, Natalie Jovanovski discusses key texts written by women, for women: best-selling diet books, popular cookbooks produced by female food celebrities, and iconic feminist self-help texts. This is the first book to engage in a feminist analysis of body-policing food trends that focus specifically on the use of feminist rhetoric as a harmful aspect of food culture. There is a smorgasbord of seemingly diverse gender roles for women to choose from, but many encourage breaking gender norms and embracing a love of food while perpetuating old narratives of guilt and restraint. *Digesting Femininities* problematizes the gendering of food and eating and challenges the reader to imagine what a genderless and emancipatory food culture would look like.

Game Plan Warren E. Barhorst,Rusty Burson,2008-10 *Game Plan* is not the typical, traditional, how-to business book. It is different in numerous ways from most business books that either bog you down with information overload or bore you to tears with text book techniques. The book is written from a lighthearted standpoint with simple examples and can be read in less than two hours. If a reader needs specific help with a concept, for no additional charge, they can check out [gameplanbook.com](http://gameplanbook.com) for articles, examples and resources that address their specific issue.

Symposium ,2007

Social Media Sucks! Sebastian Rusk,2014-03-26 Foreword By New York Times Best-Selling Author Jay Baer

**ÇEVİRİBİLİM VE REKLAM ÇEVİRİLERİ** Dr. Betül ÖZCAN DOST,2022-10-27 Çeviribilimin disiplinlerarası doğası diğer disiplinlerle iç içe olmasını ve karşılıklı olarak birbirlerine katkı sağlamalarını beraberinde getirmiştir. Çeviribilimin bu özelliğinden yola çıkarak birçok disiplinlerarası çalışma yapılmıştır. Yapılan çalışmalar hem kuramsal anlamda hem pratikte çevirmenler ve çeviribilimcilere yol gösterici olmuştur. Reklamcılık da bu alanlardan biridir. Küreselleşen dünyada reklamların tüketiciler üzerindeki etkisi oldukça fazladır. Uluslararası reklamcılık alanında bu etkinin farklı dil ve kültürü kullanan toplumlara aktarılmasını ve reklamın amaçlarına ulaşmasını sağlayan çeviridir. Bu çalışma, dilin en can alıcı özelliklerini barındıran reklam metinlerine ve bu metinlerin çevirilerine duyulan meraktan yola çıkarak doğmuş ve reklam çevirileri ile ilgili çalışmaların hem çeviribilim öğrencilerine hem de alandaki çevirmenlere fikir vermesi düşüncesiyle hazırlanmıştır.

*Political Consumerism* Dietlind Stolle,Michele Micheletti,2013-08-26 *Political Consumerism* captures the creative ways in which consumers and citizens turn to the market as their arena for politics. This book theorizes, describes, analyzes, compares, and evaluates how political consumers target corporations to solve globalized problems. It demonstrates the reconfiguration of civic engagement, political participation, and citizenship. Unlike other studies, this book also evaluates if and how consumer actions are or can become effective mechanisms of global change.

Unconscious Branding Douglas Van Praet,2012-11-13 For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . .human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how,behavior change occurs. Here, author DouglasVan Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe - the human brain - into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's Just Do It campaign; Got Milk?; Wendy's Where's the Beef? ;and the infamous Volkswagen Punch Buggy launch as well as their beloved The Force (Mini Darth Vader) Super Bowl commercial.

Removing the Stain of Racism from the Southern Baptist Convention Kevin Jones,Jarvis J Williams,2017-06-01 The Southern Baptist Convention (SBC) has a historical stain. The SBC once affirmed slavery and openly opposed and condemned abolitionists. Even though the convention repented of this sin publicly, a profound divide between the white majority and the black and brown minority still exists for many churches. This stain is more than historical fact; it prohibits Southern Baptist churches from embracing the one new man in Christ promised in Ephesians 2:11-22 and from participating in the new song of the saints from every tongue, tribe, people, and nation in Revelation 5:9. The glorious gospel of Jesus Christ commands all his followers to do our part in removing racism from our midst. Removing the Stain of Racism from the Southern Baptist Convention is a powerful and practical call to sacrifice, humility, and perseverance—along with a relentless commitment to Christian unity—for the sake of the gospel and our brothers and sisters in Christ.

Marke und Gesellschaft Nina Janich,2009-07-15

La magia del planning. Cómo utilizar la planificación estratégica para potenciar la eficacia de la comunicación Álvarez Ruiz, Antón,2019-04-24 Este libro explica cómo es el planning y cómo aplicar sus técnicas, que permiten traducir los datos del mercado a ideas estratégicas. Y también dotar a la comunicación de un nivel de profundidad antes desconocido, cultivando una relación emocional con el consumidor. El autor aprovecha su dilatada experiencia en el mundo de la publicidad, su temprana relación con las técnicas del planning y su trabajo como profesor de esta materia, para ofrecer una obra accesible, completa y rigurosa. Todos los temas van acompañados de ejemplos y casos prácticos. Y se incluye un capítulo específico que explica cómo trabajar con los insights. Esta nueva versión, actualizada y ampliada, incorpora tres capítulos adicionales escritos por planners reconocidos. Enormemente útil para publicitarios, especialistas en comunicación y

profesionales del marketing, este libro ha sido elegido en la Universidad Complutense y en escuelas de negocio y universidades de varios países como texto de referencia para la asignatura "Planificación Estratégica".

**Beloved Brands** Graham Robertson, 2018-01-06 Beloved Brands is a book every CMO or would-be CMO should read. Al Ries With Beloved Brands, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a positioning statement and a brand idea, write a brand plan everyone can follow, inspire smart and creative marketing execution, and be able to analyze the performance of your brand through a deep-dive business review. Marketing pros and entrepreneurs, this book is for you. Whether you are a VP, CMO, director, brand manager or just starting your marketing career, I promise you will learn how to realize your full potential. You could be in brand management working for an organization or an owner-operator managing a branded business. Beloved Brands provides a toolbox intended to help you every day in your job. Keep it on your desk and refer to it whenever you need to write a brand plan, create a brand idea, develop a creative brief, make advertising decisions or lead a deep-dive business review. You can even pass on the tools to your team, so they can learn how to deliver the fundamentals needed for your brands. This book is also an excellent resource for marketing professors, who can use it as an in-class textbook to develop future marketers. It will challenge communications agency professionals, who are looking to get better at managing brands, including those who work in advertising, public relations, in-store marketing, digital advertising or event marketing. Most books on branding are really for the MARCOM crowd. They sound good, but you find it's all fluff when you try to take it from words to actions. THIS BOOK IS DIFFERENT! Graham does a wonderful job laying out the steps in clear language and goes beyond advertising and social media to show how branding relates to all aspects of GENERAL as well as marketing management. Make no mistake: there is a strong theoretical foundation for all he says...but he spares you the buzzwords. Next year my students will all be using this book. Kenneth B. (Ken) Wong, Queen's University If you are an entrepreneur who has a great product and wants to turn it into a brand, you can use this book as a playbook. These tips will help you take full advantage of branding and marketing, and make your brand more powerful and more profitable. You will learn how to think, define, plan, execute and analyze, and I provide every tool you will ever need to run your brand. You will find models and examples for each of the four strategic thinking methods, looking at core strength, competitive, consumer and situational strategies. To define the brand, I will provide a tool for writing a brand positioning statement as well as a consumer profile and a consumer benefits ladder. I have created lists of potential functional and emotional benefits to kickstart your thinking on brand positioning. We explore the step-by-step process to come up with your brand idea and bring it all together with a tool for writing the ideal brand concept. For brand plans, I provide formats for a long-range brand strategy roadmap and the annual brand plan with definitions for each planning element. From there, I show how to build a brand execution plan that includes the creative brief, innovation process, and sales plan. I provide tools for how to create a brand calendar and specific

project plans. To grow your brand, I show how to make smart decisions on execution around creative advertising and media choices. When it comes time for the analytics, I provide all the tools you need to write a deep-dive business review, looking at the marketplace, consumer, channels, competitors and the brand. Write everything so that it is easy to follow and implement for your brand. My promise to help make you smarter so you can realize your full potential.

**What Great Brands Do** Denise Lee Yohn, 2014-01-07 Discover proven strategies for building powerful, world-class brands It's tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader. However, these companies all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh perspective, Yohn's *What Great Brands Do* teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy. Reveals the seven key principles that the world's best brands consistently implement Presents case studies that explore the brand building successes and failures of companies of all sizes including IBM, Lululemon, Chipotle Mexican Grill, and other remarkable brands Provides tools and strategies that organizations can start using right away Filled with targeted guidance for CEOs, COOs, entrepreneurs, and other organization leaders, *What Great Brands Do* is an essential blueprint for launching any brand to meteoric heights.

**Advertising and Promotional Culture** P David Marshall, Joanne Morreale, 2017-12-21 This key textbook traces the development of advertising from the mid-nineteenth century to the present, providing connections with the past that illuminate present developments and point to future possibilities. Chapters take a variety of theoretical approaches to address four main themes: how advertising imagines the future through the promise of transformation; how tribalism creates a sense of collective identity organised around a product; how advertising builds engagement through participation/presumption; how the blurring of advertising, news, art, education and entertainment characterises the attention economy. P. David Marshall and Joanne Morreale expertly trace these themes back to the origins of consumer culture and demonstrate that, while they have adapted to accord with new technologies, they remain the central foci of advertising today. Ideal for researchers of Media Studies, Communication, Cultural Studies or Advertising at all levels, this is the essential guide to understanding the contemporary milieu and future directions for the advertising industry.

**Sports Sponsorship and Marketing Communications** Wim Lagae, 2005 This text concentrates primarily on the objectives of marketing communications in sport and examines how sponsors can utilise sport sponsorship to achieve brand and sales-related objectives.

Launch! Advertising and Promotion in Real Time Michael Solomon, 2009 Launch! Advertising and Promotion is written for advertising and promotion courses taught to students in the business school and journalism & mass communication students. This textbook is the first of its kind to teach advertising concepts by reverse engineering a real advertising campaign from beginning to end. In April 2007, SS+K, an innovative New York City communications agency, launched the first ever branding campaign for msnbc.com with the tag A Fuller Spectrum of News. Launch! follows that campaign from initial agency pitch through roll-out of print and media assets to post-campaign analysis. Throughout, it exposes readers to the theory and concepts of advertising and promotion, and the personalities and decisions that drove this campaign. The book takes a rare look behind the curtain - even letting you see some of the paths not chosen by the agency and client. Students get a realistic sense of how theory plays out in practice, and get a flavor for the exciting field of advertising and promotion. And, they consistently learn the perspectives of both the advertising agency (where many journalism and communications students will work) and the client (where many marketing majors will work). This is a unique book, with a unique perspective, by a unique author team, and you won't find this kind of insight in any other text on the market. We think you're going to love it! This textbook has been used in classes at: Ball State University, Emerson College, Florida Institute of Technology, Grand Valley State University, Johnson County Community College, Manchester Business School, McLennan Community College, Michigan State University, North Hennepin Community College, Pierce College, Rochester Institute of Technology, Saint Louis University, Salem State College, South Dakota State University, Texas State University, Texas Tech University, University of New Hampshire, University of North Carolina, University of Notre Dame, University of South Florida, Virginia Tech, Western Kentucky University.

**The Best Digital Marketing Campaigns in the World** Damian Ryan, Calvin Jones, 2011-06-03 With the enormous growth of the internet and social media sites, digital marketing is now worth more per annum than TV advertising in the UK. Social network advertising spending is expected to increase to a staggering \$4.3 billion in 2011 in a bid to attract today's media-savvy consumer. The Best Digital Marketing Campaigns in the World brings together an international collection of the most successful digital marketing campaigns of our time, assessing what they achieved and the business lessons learnt. This practical and insightful book explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers. Damian Ryan and Calvin Jones present a selection of hand-picked case studies, sharing the knowledge and skill of the world's top creative minds. Covering everything from household names such as Pizza Hut and Pepsi to Obama's 2008 presidential election campaign, this book is the must-read guide for all marketers looking to embrace the new digital landscape.

**Sprint (Republish)** Jake Knapp, 2018-07-19 Anda mungkin beruntung memiliki pekerjaan atau proyek mendatang dengan visi yang cemerlang. Namun, upaya mewujudkan visi ini sering kali tak mudah. Setiap hari Anda gampang sekali

terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat sehabian yang menyita waktu, dan proyek jangka panjang yang hanya berdasarkan asumsi. Sudah waktunya Anda mencoba Sprint, sebuah metode untuk memecahkan masalah dan menguji ide-ide baru, menyelesaikan lebih banyak hal dengan efisien. Buku ini ditulis Jake Knapp, mantan Design Partner Google Ventures, untuk menuntun Anda merasakan pengalaman menerapkan metode yang telah mendunia ini. Sprint mewujudkan pengekseskusan ide besar hanya dalam lima hari. Menuntun tim Anda dengan checklist lengkap, mulai dari Senin hingga Jumat. Menjawab segala pertanyaan penting yang sering kali hanya disimpan di benak mereka yang sedang menguji ide/konsep/produk. Sprint juga membantu Anda lebih menikmati setiap proses. Anda bisa mengamati dan bergabung dengan ratusan dari pelaku Sprint di seluruh dunia melalui tagar #sprintweek di Twitter. Sebuah proyek besar terjadi pada 2009. Seorang insinyur Gmail bernama Peter Balsiger mencetuskan ide mengenai surel yang bisa teratur secara otomatis. Saya sangat tertarik dengan idenya—yang disebut “Kotak Masuk Prioritas”—dan merekrut insinyur lain, Annie Chen, untuk bergabung bersama kami. Annie setuju, tetapi dia hanya punya waktu sebulan untuk mengerjakannya. Kalau kami tidak bisa membuktikan bahwa ide itu bisa diterapkan dalam jangka waktu tersebut, Annie akan beralih ke proyek lainnya. Saya yakin waktunya tidak akan cukup, tetapi Annie adalah insinyur yang luar biasa. Jadi, saya memutuskan untuk menjalaninya saja. Kami membagi waktu sebulan itu ke dalam empat bagian yang masing-masing lamanya seminggu. Setiap pekan, kami menggarap desain baru. Annie dan Peter membuat purwarupa, lalu pada akhir minggu, kami menguji desain ini bersama beberapa ratus orang lainnya. Pada akhir bulan, kami menemukan solusi yang bisa dipahami dan diinginkan orang-orang. Annie tetap menjadi pemimpin untuk tim Kotak Masuk Prioritas. Dan entah bagaimana caranya, kami berhasil menyelesaikan tugas desainnya dalam waktu yang lebih singkat dari biasanya. Beberapa bulan kemudian, saya mengunjungi Serge Lachapelle dan Mikael Drugge, dua orang karyawan Google di Stockholm. Kami bertiga ingin menguji ide perangkat lunak untuk konferensi video yang bisa dijalankan lewat peramban. Karena saya berada di kota tersebut hanya selama beberapa hari, kami bekerja secepat mungkin. Pada penghujung kunjungan saya, kami berhasil menyelesaikan purwarupanya. Kami mengirimkannya ke rekan kerja kami lewat surel dan mulai menggunakannya dalam rapat. Dalam beberapa bulan, seluruh perusahaan sudah bisa menggunakannya. (Selanjutnya, versi yang sudah dipoles dan disempurnakan dari aplikasi berbasis web tersebut dikenal sebagai Google Hangouts.) Dalam kedua kasus tersebut, saya menyadari bahwa saya bekerja jauh lebih efektif ketimbang rutinitas kerja harian saya atau ketika mengikuti lokakarya diskusi sumbang saran. Apa yang membedakannya? Saya menimbang kembali lokakarya tim yang saya gagas sebelumnya. Bagaimana kalau saya memasukkan elemen ajaib lainnya—fokus pada kerja individu, waktu untuk membuat purwarupa, dan tenggat yang tak bisa ditawar? Saya lalu menyebutkan, “sprint” desain. Saya membuat jadwal kasar untuk sprint pertama saya: satu hari untuk berbagi informasi dan mereka ide, diikuti dengan empat hari pembuatan purwarupa. Sekali lagi, tim Google menyambut baik eksperimen ini. Saya memimpin sprint untuk mendesain Chrome, Google Search,

Gmail, dan proyek-proyek lainnya. Ini sangat menarik. Sprint ini berhasil. Ide-ide diuji, dibangun, diluncurkan, dan yang terbaik, kebanyakan dari ide-ide ini berhasil diterapkan dalam dunia nyata. Proses sprint menyebar di seisi Google dari satu tim ke tim lain, dari satu kantor ke kantor lain. Seorang desainer dari Google X tertarik dengan metode ini, jadi dia menjalankan sprint untuk sebuah tim di Google Ads. Anggota tim dalam sprint di Ads kemudian menyampaikannya kepada kolega mereka, dan begitu seterusnya. Dalam waktu singkat saya mendengar penerapan sprint dari orang-orang yang tidak saya kenal. Dalam perjalanannya, saya membuat beberapa kesalahan. Sprint pertama saya melibatkan empat puluh orang—jumlah yang sangat besar dan justru hampir menghambat sprint tersebut, bahkan sebelum dimulai. Saya menyesuaikan waktu yang diperlukan untuk mengembangkan ide dan pembuatan purwarupa. Saya jadi memahami mana yang terlalu cepat, terlalu lambat, hingga akhirnya menemukan yang waktu paling sesuai. Beberapa tahun kemudian, saya bertemu Bill Maris untuk membicarakan sprint. Bill adalah CEO Google Ventures, perusahaan modal ventura yang didirikan Google untuk berinvestasi pada startup-startup potensial. Dia adalah salah satu orang berpengaruh di Silicon Valley. Namun, Anda tidak akan menyangkanya dari pembawaannya yang santai. Pada sore itu, dia mengenakan pakaian khasnya, yaitu topi bisbol dan kaus dengan tulisan tentang Vermont. Bill tertarik untuk menjalankan sprint dengan startup dalam portofolio GV. Startup biasanya hanya memiliki satu kesempatan emas untuk mendesain sebuah produk yang sukses, sebelum akhirnya kehabisan dana. Sprint bisa membantu mencari tahu apakah startup-startup ini berada di jalur yang tepat sebelum akhirnya mereka bisa berkecimpung dalam tahapan yang lebih berisiko untuk membangun dan meluncurkan produk mereka. Dengan menjalankan sprint, mereka bisa mendapatkan sekaligus menghemat uang. Namun agar berhasil, saya harus menyesuaikan proses sprint ini. Saya sudah berpikir mengenai produktivitas individu dan tim selama beberapa tahun. Namun, saya hampir tidak tahu apa-apa mengenai startup dan kebutuhan bisnis mereka. Tetap saja, antusiasme Bill meyakinkan saya bahwa Google Ventures adalah tempat yang tepat untuk menerapkan sprint—sekaligus tempat yang tepat bagi saya. “Ini misi kita,” ujarnya, “untuk bisa menemukan entrepreneur terbaik di muka bumi dan membantu mereka membuat dunia ini menjadi tempat yang lebih baik.” Saya tentu tak bisa menolaknya. Di GV, saya bergabung dengan tiga rekan lain: Braden Kowitz, John Zeratsky, dan Michael Margolis. Bersama, kami mulai menjalankan sprint dengan startup-startup, bereksperimen dengan prosesnya, dan menguji hasilnya agar bisa menemukan cara untuk memperbaikinya. Ide-ide dalam buku ini lahir dari semua anggota tim kami. Braden Kowitz memasukkan desain berbasis cerita dalam proses sprint, sebuah pendekatan tak biasa yang berfokus pada pengalaman konsumen alih-alih komponen individu atau teknologi. John Zeratsky membantu kami memulai dari akhir sehingga tiap sprint bisa membantu menjawab berbagai pertanyaan bisnis paling penting. Braden dan John memiliki pengalaman dalam bisnis dan startup, hal yang tidak saya miliki, dan mereka menyesuaikan prosesnya untuk menciptakan fokus yang lebih baik dan keputusan yang lebih cerdas di tiap sprint. Michael Margolis mendorong kami untuk mengakhiri tiap sprint dengan pengujian di dunia nyata. Dia menjalankan riset konsumen, yang perencanaan dan



pelaksanaannya bisa menghabiskan waktu berminggu-minggu, dan menemukan cara untuk mendapatkan hasil yang jelas hanya dalam sehari. Ini benar-benar sebuah keajaiban. Kami tidak perlu lagi menebak-nebak apakah solusi kami bagus atau tidak karena di akhir tiap sprint, kami mendapatkan jawabannya. Kemudian ada Daniel Burka, seorang entrepreneur yang mendirikan dua startup sebelum menjual salah satunya ke Google dan bergabung dengan GV. Saat kali pertama menjelaskan proses sprint kepadanya, dia skeptis. Baginya, sprint terdengar seperti serangkaian proses manajemen yang rumit. Namun, dia sepakat untuk mencoba salah satunya. “Dalam sprint pertama itu, kami memangkas prosesnya dan menciptakan sesuatu yang ambisius hanya dalam sepekan. Saya benar-benar jatuh hati.” Setelah kami berhasil meyakinkannya, pengalaman langsung Daniel sebagai seorang pendiri startup dan sikapnya yang tidak menoleransi omong kosong membantu kami menyempurnakan prosesnya. Sejak sprint pertama di GV pada 2012, kami telah beradaptasi dan bereksperimen. Mulanya kami mengira pembuatan purwarupa dan riset yang cepat hanya akan berhasil untuk produk berskala besar. Mampukah kami bergerak sama cepatnya jika konsumen kami adalah para ahli di berbagai bidang seperti kesehatan dan keuangan? Tanpa disangka, proses lima hari ini bisa bertahan. Proses ini sesuai untuk semua jenis konsumen, mulai dari investor sampai petani, dari onkolog sampai pemilik bisnis skala kecil. Juga bagi situs web, aplikasi iPhone, laporan medis, hingga perangkat keras berteknologi tinggi. Tidak hanya untuk mengembangkan produk, kami juga menggunakan sprint untuk menentukan prioritas, strategi pemasaran, bahkan menamai perusahaan. Proses ini berulang-ulang menyatukan tim dan menjadikan ide-ide menjadi nyata. Selama beberapa tahun belakangan, tim kami mendapatkan beragam kesempatan untuk bereksperimen dan memvalidasi ide kami mengenai proses kerja. Kami menjalankan lebih dari seratus sprint bersama dengan startup-startup dalam portofolio GV. Kami bekerja bersama, sekaligus belajar dari para entrepreneur brilian seperti Anne Wojcicki (pendiri 23andMe), Ev Williams (pendiri Twitter, Blogger, dan Medium), serta Chad Hurley dan Steve Chen (pendiri YouTube). Pada awalnya, saya hanya ingin membuat hari-hari kerja saya efisien dan berkualitas. Saya ingin berfokus pada apa yang benar-benar penting dan menjadikan waktu saya berharga—bagi saya, tim, dan konsumen kami. Kini, lebih dari satu dekade kemudian, proses sprint secara konsisten telah membantu saya meraih mimpi tersebut. Dan saya sangat senang berbagi mengenai hal tersebut dengan Anda dalam buku ini. Dengan keberuntungan, Anda bisa memilih pekerjaan Anda karena visi yang tajam. Anda ingin berbagi visi tersebut kepada dunia, baik yang berupa pesan, layanan, maupun pengalaman, dengan perangkat lunak maupun keras, atau bahkan—sebagaimana dicontohkan dalam buku ini—sebuah cerita atau ide. Namun, mewujudkan visi ini tak mudah. Gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat seharian yang menyita waktu Anda, dan proyek jangka panjang yang hanya berdasarkan asumsi. Prosesnya tidak harus selalu seperti ini. Sprint menawarkan jalur untuk memecahkan masalah-masalah besar, menguji ide-ide baru, menyelesaikan lebih banyak hal, dan melakukan semuanya dengan lebih cepat. Sprint juga membantu Anda lebih menikmati prosesnya. Dengan kata lain, Anda benar-benar harus mencobanya sendiri. Ayo kita mulai.

—Jake Knapp San Francisco, Februari 2016 [Mizan, Bentang Pustaka, Manajemen, Ide, Kreatif, Inovasi, Motivasi, Dewasa, Indonesia] spesial seri bentang bisnis & startup

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web a relevant university degree in engineering preferably mechanical electric or energy engineering perform technical due diligence and technical

eligibility  
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web nov 4 2022 a mechanical engineering intern typically needs to have the following education most employers require mechanical engineering interns to have a bachelor s degree in mechanical engineering or a related field some of the most common majors for mechanical engineering interns include aerospace aeronautical and industrial