

Joshua Dinnerman at Nike Press event

Liangxiang, Feb 28, 2019 (IssueWire.com) - Joshua Dinnerman niche media developer recently attended a Nike corporate press event with company executives.

The event introduced a new product and company promotional planning strategies.

Golf wear, athletic shoes and team sports products were discussed. Advertising campaigns were viewed as well.

Nike athletes Champion golfer Tiger Woods, NBA All-Star LeBron James, and tennis greats Nadal, and Serena Williams all currently use Nike.

Dinnerman commented 'Nike is certainly one of the most recognized consumer brands and offers an exciting focus on sports.

Dinnerman created GolfView in 1993 and developed a number of other titles in sports, defence, travel, entertainment and lifestyle content.

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