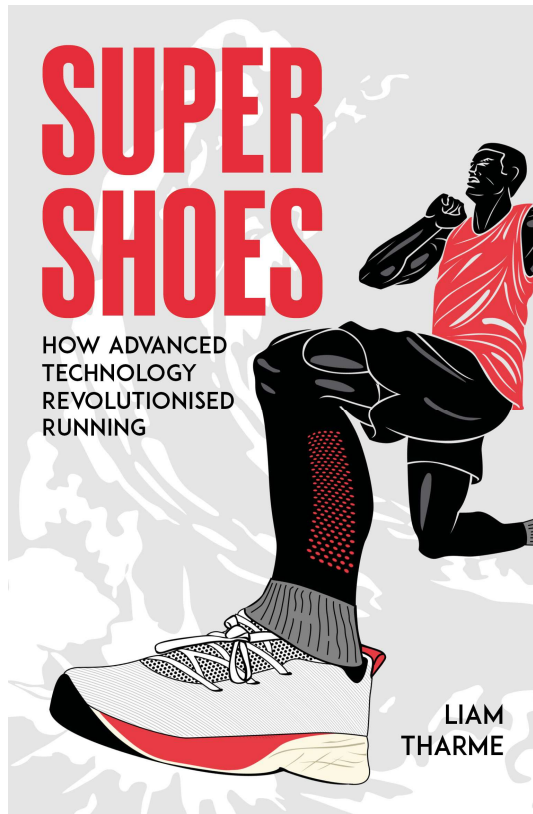




Title information



Super Shoes

How Advanced Technology
Revolutionised Running

By Liam Tharme

Key features

- Exclusive insights from current and former elite athletes who have experienced the 'super shoes' transformation in athletics
- Detailed explanation and behind-the-scenes insight from Nike on 2017 attempt to stage a sub-two-hour marathon
- Detailed analysis and explanation from researchers at the Universities of Calgary and Colorado to reveal how Adidas (2010s) and Nike (2020s) became marathon superpowers
- Liam wrote this book after penning a 'shoe doping' piece for The Athletic, which was read more than 300,000 times and won him an award
- Interviews with current or former employees and contractors from Nike, Adidas, On, HOKA and Puma
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Super Shoes is the inside story of the sport-shattering impact made by advanced technology and footwear manufacturing within athletics. Liam Tharme speaks to elite athletes, coaches, researchers, shoe designers and engineers to explain the avalanche of world records and fast times in track races and road running in recent years. Tharme uncovers how and why records and assumptions about human performance limits have been smashed ever since Nike launched their first Vaporfly in 2017, when 'super shoes' first hit the market. He charts the history of technological advancements and shoe development, reveals why it was not Adidas but Nike that staged the first sub-two-hour marathon, speaks to those who made Breaking2 a reality, and delves into the role that universities in Colorado and Calgary played in revolutionising running.

Details

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