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| **Across****4.** He believed shoe exports from Japan could replace Germany's dominant position in the U.S. athletic shoe industry**7.** The original name of Nike**12.** the way you design unique and specialized product**13.** Our brand**15.** Built by runners for runners offering elevated services and expert guidance to help runners and those who want to run reach their potential**16.** The Soul of Nike**18.** Digital access that allows consumers to engage with Nike and is a resource to learn more that is available anytime | **Down****1.** The Head Coach of the University of Oregon's Track & Field team**2.** The best of Nike sneakers presented with elevated Nike Sportswear apparel and premium services**3.** Women's running, training and NikeSportswear categories combined to inspire and serve all female athletes**5.** Our DTC concept **6.** Offers Nike product in limited sizes and selection at closeout prices**8.** Gives consumers digital and physical access to the best retail that Nike has to offer **9.** Tells you when new products well be released**10.** Used for inspiring consumers to put together outfits**11.** An important goal or purpose**14.** The ultimate Nike experience located in premium destinations around the world**17.** Nike's unique cutting-edge concept that blends the power of sport and innovation with the latest products |