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|  |  |  | 7  B | L | U | E | R | I | B | B | O | N | S | P | O | R | T | S |  |  |  | K |  | 8  D |  |  |  |  |  |
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|  |  |  |  |  |  |  |  | C |  |  | 14  N |  | D |  |  | O |  |  | E |  |  | T |  | N |  |  |  |  |  |
|  |  |  |  |  |  |  |  | E |  | 15  N | I | K | E | R | U | N | N | I | N | G |  | O |  | S |  |  |  |  |  |
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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 |