

## Jump

by MILLER, LARRY

Jump

One of the most successful Black businessmen in the country, who has led Nike's Jordan Brand from a \$150M sneaker company to a \$4.5B global footwear and apparel powerhouse, tells the remarkable story of his rise to the pinnacles of international business and reveals the secret that tormented him and defined his success.

Jump tells Larry Miller's journey from the violent streets of West Philly in the 1960s to the highest echelons of American sports and industry. Miller wound up in jail more than once, especially as a teenager. But he immersed himself in the educational opportunities, eventually took advantage of a Pennsylvania state education-release program offered to incarcerated people, and was able to graduate with honors from Temple University.

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