

## Entrepreneurship and Marketing Summer Reading Assignment

Directions: In a short reflection paper of at least 700 words, respond to the following questions.

- 1.) What are two lessons about starting a business/entrepreneurship can we draw from Phil Knight's memoir *Shoe Dog*? Use evidence from the book to support your ideas.
- 2.) Being an entrepreneur means confronting and effectively responding to unforeseen challenges. What are two challenges Knight confronted during his attempts to start Nike and how did he respond? Use evidence from the book to support your ideas.