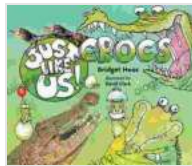


Just Like Us: Crocs, the Shoe That Conquered the World

By Bridget Heos

Just Like Us: Crocs, the Shoe That Conquered the World is the definitive story of the iconic footwear brand, from its humble beginnings to its global dominance. Author Bridget Heos tells the inside story of how Crocs became one of the most popular and polarizing shoes in history.



Just Like Us! Crocs by Bridget Heos

★★★★★ 5 out of 5

Language : English

File size : 19098 KB

Screen Reader: Supported

Print length : 32 pages



In Just Like Us, Heos traces the history of Crocs from its inception in 2002 to its current status as a global phenomenon. She interviews key figures in the company's history, including founder George Boedecker Jr. and former CEO Ron Snyder, to reveal the secrets of Crocs' success.

Heos also explores the cultural impact of Crocs, from their early adoption by nurses and healthcare workers to their more recent embrace by fashionistas and celebrities. She argues that Crocs are more than just shoes; they are a symbol of comfort, individuality, and self-expression.

Just Like Us is a fascinating and insightful look at one of the most iconic brands of the 21st century. It is a must-read for anyone interested in fashion, business, or marketing.

Praise for Just Like Us

"Just Like Us is a fascinating and insightful look at the rise of Crocs, one of the most iconic brands of the 21st century. Bridget Heos tells the inside story of how Crocs became a global phenomenon, and explores the cultural impact of these polarizing shoes."—

The Wall Street Journal

"Heos has written a definitive history of Crocs, a brand that has captured the imagination of consumers around the world. Just Like Us is a must-read for anyone interested in fashion, business, or marketing."—

Forbes

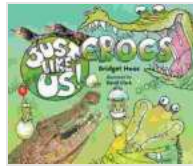
"Just Like Us is a fascinating and entertaining read. Heos has done a masterful job of telling the story of Crocs, a brand that has defied all expectations."—

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Free Download Your Copy Today

Just Like Us: Crocs, the Shoe That Conquered the World is available now at all major bookstores and online retailers.

Free Download your copy today and learn the inside story of the iconic footwear brand.



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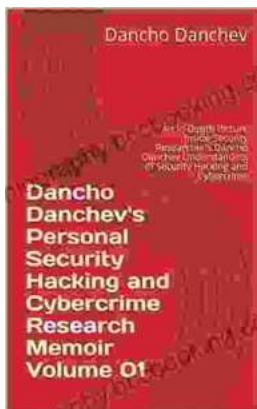
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