

Phil Knight Quotes

*Knights, Nike, Sports, Jobs, Business, Dream, Believe, Thinking, Athlete,
Failing, Baseball, Years, Simple, Advertising, Goliath, Mistake, Money, Action,
Labs, Meaningful*

Play by the rules, but be ferocious.

~Phil Knight

It's alright to be Goliath but always act like David.

~Phil Knight

Dream audaciously. Have the courage to fail forward. Act with urgency.

~Phil Knight

Sports is like rock 'n' roll. Both are dominant cultural forces, both speak an international language, and both are all about emotions.

~Phil Knight

Dare to take chances, lest you leave your talent buried in the ground.

~Phil Knight

Make history or be a part of it.

~Phil Knight

Nike is a marketing-oriented company, and the product is our most important marketing tool.

~Phil Knight

Meeting sports athletes that are the best in the world is a thrill to this day.

~Phil Knight

We used to think that everything started in the lab. Now we realize that everything spins off the consumer.

~Phil Knight

The trouble in America is not that we are making too many mistakes, but that we are making too few.

~Phil Knight

We wanted Nike to be the world's best sports and fitness company. Once you say that, you have a focus. You don't end up making wing tips or sponsoring the next Rolling Stones world tour.

~Phil Knight

You can't explain much in 60 seconds, but when you show Michael Jordan, you don't have to. It's that simple.

~Phil Knight

It is possible to tell a customer "no", and have the customer thank you for doing it

~Phil Knight

My job is to listen to ideas, maybe cook up a few of my own, and make decisions based on what's good for the shareholders and for the company.

~Phil Knight

I'm Phil Knight, and I don't believe in advertising.

~Phil Knight

Perception can be changed

~Phil Knight

Up until the time I was 14 years old, I was sure that I was going to be a big-league baseball player. But that dream came to a rude awakening when I got cut from my high school baseball team.

~Phil Knight

I still get real nervous when I go in front of more than two people.

~Phil Knight

I truly believe the American consumer doesn't want to buy products made under abusive conditions.

~Phil Knight

I don't consider myself enigmatic, but I don't spend a lot of time thinking about my public persona.

~Phil Knight

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