



## Admiral: Kit Man

By Patrick, Bert

Matador. Book Condition: New. In the 1970s, Admiral, a small knitwear firm in Leicestershire, took out their first sponsorship contract with the England football team, which cost GBP10,000. Today, NIKE pay GBP25 million a year to kit out the same team. Admiral: Kit Man is the story of this legendary company's rise to fame. Num Pages: 192 pages. BIC Classification: 1DBKE; 3JJPL; BM; KND; WS. Category: (G) General (US: Trade). Dimension: 235 x 166 x 9. Weight in Grams: 372. . 2014. Paperback. . . . Books ship from the US and Ireland.



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