

# WORSHIP NIKE

## JOIN OUR CULT!

All hail the Goddess Nike!

Run with all your heart, and take into your soul the goddess Nike, the goddess of victory!

You have bought the clothes, but have you bought the dream, have you bought the life of NIKE? The blood, sweat and tears are just the start, but can you finish? Do you have the strength of willpower to give your soul to NIKE?

Brand yourself with NIKE let her envelop your body and your mind, give yourself wholly to NIKE and let her lead you along your path to victory.

The goddess NIKE is the goddess of victory, however you can not have victory without sacrifice! Rest assured though that NIKE organises for most of this sacrifice happen in developing countries so that you need only see the shining glory of her achievements.

Join our cult and fall deeper into the intoxicating love affair you have with NIKE, she is a beautiful goddess and demands all of our thoughts, dreams and aspirations.

Individuality is a blemish on the face of the earth. The divisions between NORTH and SOUTH London are a diversion, together we are combining our power, as we charge forward victorious over the real global divide. Join the Goddess as she beats the rest of the world with her powerful western message, and rises to claim the souls of everyone.

**Long Live, NIKE!**

**Give her your soul.**

**JOIN OUR CULT, DO IT!**

# ORDER OF SERVICE

1. Find a poor country with “A *pervasive lack of clarity over what constitutes law*” and desperate for foreign trade. So desperate in fact that they will not charge corporate tax for the first year or so within a special Economic Processing Zone.
2. Set up a deal with a factory in such a country to manufacture your shoes, and push them to produce the goods for as little as possible in as short a time as possible. Thereby ensuring that workers are pushed hard by the factory owners. Common practices vary from “*excessively long workweeks and wrong wage calculations to verbal abuse and curbs on toilet visits*”.
3. If westerners discover your abusive practices to maximise profit, then deny them, and blame the factories as third parties you have little control over. Produce a report detailing how you intend to look into the problem.
4. Create a cult for your brand in the west by spending millions on advertising, all paid for by the huge profits you get from overpriced goods, manufactured for pennies.
5. Once your period of tax free grace has run out, threaten to move out of the poor country to some equally poor third world country who is also desperate for your business, unless they give you more tax breaks.
6. Go back to step one.

Quotes are from the Nike corporate responsibility report 2005.