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Sommario/riassunto	<p>Puma is one of the world's top three sports brands that include Nike and Adidas. Today, Puma is not just a company that makes sports wear and shoes. Puma is a lifestyle label, with products created by world famous fashion designers and which can be found next to those of Gucci, Prada and Dolce & Gabbana. Through unprecedented access to Puma archives and the main players, the author tells the extraordinary story of Puma's rise in world sport and fashion. It's a story based on a family quarrel between two brothers, which resulted in the creation of two companies - Adidas and Puma - by each of the brothers. Competing furiously against one another, the brothers turned their companies into world beaters, dominating the global sporting stage for decades after the War. Today Puma is a 1.75 billion company, and became the most powerful sports brand in the world when it sponsored the 2006 World Cup and the winning team, Italy.</p>