

The Dasslers: A Family Argument



1) Discussion

- a) What are your favourite sports brands?
 - b) Can you think of any famous players who are connected to brands like Adidas, Nike or Puma?
 - c) Do you have a brother or sister? If yes, do you argue a lot?
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2) Vocabulary

a) Match the vocabulary to the definition.

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| 1) Split (noun) | a) To divide something into two or more parts. |
| 2) Lasting (adjective) | b) Continuing for a long time. |
| 3) Unite (verb) | c) To show the same thoughts/feelings as someone |
| 4) Fiercely (adverb) | d) In a strong, intense, or powerful manner; showing strong determination or aggression. |
| 5) Support (verb) | e) To bring together or join different things into a single whole. |
| 6) Reflect (verb) | f) provide assistance, encouragement, or help to someone or something. |
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b) Complete the sentences with the vocabulary from exercise 2a.

1) The football team experienced a _____ in the changing-room after a disagreement between the players and the coach.

2) Pep Guardiola left a _____ legacy at FC Barcelona.

3) Fans from both teams cheered _____ for their favourite players, creating a vibrant and energetic atmosphere in the stadium.

4) The team's passions _____ the manager in every way.

5) When Jose Mourinho was Chelsea manager, he was _____ by Roman Abramovich, who gave him millions to spend on players.

6) The World Cup has the power to _____ countries as they support their teams in the tournament.



3) Read the article quickly and answer the question.

- a) What happened after the argument between Adolf and Rudolf Dassler.
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The Dassler Brothers

We all know that brothers can sometimes fight, but these arguments don't usually make two of the biggest sports companies in history, Adidas and Puma. At the centre of these big sportswear companies were two brothers, Adolf and Rudolf Dassler, who were very creative and business-minded.

After World War II, problems between the brothers grew, and they had a big argument. This disagreement led to the creation of two different companies, Adidas by Adolf, and Puma by Rudolf, in 1948. Both companies were based in the small German town of Herzogenaurach. The split not only separated the brothers but also divided the people in the town, creating a lasting competition between the two brands.

The fight between Adolf and Rudolf Dassler became an important part of sportswear history. Herzogenaurach, once united by a family business, turned into a place where two powerful companies, Adidas and Puma, fiercely competed.

Despite this rivalry, both Adidas and Puma continued to make a big impact on football by supporting some of the best players ever. Adidas signed long-term deals with Lionel Messi, Franz Beckenbauer and David Beckham, all amazing and famous players. Puma, on the other hand, have partnered with legendary players like Diego Maradona, Johan Cruyff and Pele.

During the 1974 World Cup in West Germany. The Netherlands were sponsored by Adidas, however they had Johan Cruyff in their squad, one of Puma's star players. Because of the rivalry between Adidas and Puma, Cruyff wore a shirt with only two stripes on the sleeve, rather than the traditional Adidas three stripes.

While the disagreement between the Dassler brothers is a sad family story, the success of Adidas and Puma lives on through the famous players they've supported, like Messi and Maradona, whose influence in the football world reflects the effects of the Dassler brothers' complicated past.



4) Discussion

- a) What do you think about the history of Adidas and Puma?
- b) Do you prefer Adidas or Puma?
- c) Which company do you think makes the best football shirts?
- d) Can you remember the first pair of football boots you bought?
What year was it and what brand were they?

