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Over the years, the Superstar has remained popular, partly because it's so easy to wear. It might have gotten its start as an athletic shoe, but it doesn't look like an adidas basketball sneaker, as far as current standards go.

[adidas Superstar Sneakers Aren't Going Anywhere - Yahoo!](#) : adidas-superstar-sneaker-became-cultural-191905824

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A superstar is someone who's either very famous or extremely good at what they do. Legendary baseball player Babe Ruth was the first person called a superstar in print, around 1920. You might think of a superstar as a popular musician, like Taylor Swift, or maybe a famous actor or well-known athlete.

[Superstar - Definition, Meaning & Synonyms - Vocabulary.com](#) : superstar

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No início dos anos 2000, um homem chamado Gary Dahl inventou uma brincadeira engraçada: Uma "cacheta online". Ele a chamou "Pet Rock"; ele vendeu como se fosse o animal de estimação mais querido do mundo. Para surpresa dos donos, o Pet rock foi tornando num sucesso viral com vendendo milhares unidades que rendendo toda fortuna para ele!

Mas como uma cacheta online pode valer dinheiro? A resposta é simples: marketing criativo e o poder da internet. Dahl sabia que criar u