# ICE TO THE ESKUNS

How to Market a Product Nobody Wants

The NBA's top marketer shares his battle-tested secrets to jump-start your sales, excite your customers, and improve your bottom line

JON SPOELSTRA

# <u>Ice To The Eskimos How To Market A Product Nobody</u> <u>Wants</u>

**Wolfgang Guggemos** 

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Ice to the Eskimos Jon Spoelstra, 2009-10-13 You That's Right YOU You've got a problem You've got a product that's not first in its class It s not even second You ve got to find a way to market that product What Are You Going To Do You re going to read this book that s what Let s face it There comes a time in the life of every business when a product or service does not sell up to expectations Maybe your product is outmoded Or hasn t been positioned correctly Or is competing in a crowded market Whatever the reason Ice to the Eskimos is dedicated to helping you reclaim that lost ground It's about taking a product or service and turning it into a winner If you ve got a product that is not the best in its field then you will love Ice to the Eskimos Take the principles Jon Spoelstra writes about and run hard with them you ll be amazed by the results Written by the former president of the hapless New Jersey Nets Jon Spoelstra is the man responsible for tripling that team s lagging revenues in just three years and increasing the season ticket holders base by 250 percent This guy knows what he s talking about What everyone else had seen as a lost cause Spoelstra saw as an outstanding opportunity to reawaken a tired and beaten product to achieve unprecedented profitability Not just for sports marketers this lively entertaining book successfully makes the jump from sports to whatever your product may be The techniques Spoelstra perfected while working for teams in the NHL and NBA from innovative packaging to image overhaul apply to any product in any company The numerous winning examples are sure to make Ice to the Eskimos a must read for anyone with a product or service to sell Ice to the Eskimos is sure to be an instant marketing classic It will show millions of readers how to market their product sometimes even after they ve given up hope By using the powerful techniques in this book you too can learn to achieve the impossible and market ice to the Eskimos Inventorship Leonard M. Greene, 2002-03-14 From this lively and personal account we learn that we can all practice inventorship to great advantage measured either in gold or pleasure or perhaps both From the Foreword by Walter Cronkite Inventorship is truly the stuff from which the future will be molded Giving us an insight into the everyday thought processes of great inventive minds Greene's wonderful collection of stories and ideas is a model for each of us in the art of inventiveness Pat Hallberg Executive Director National Inventors Hall of Fame This entertaining and well written work educates without pain and motivates the reader to learn more It should be widely read not only by business people and entrepreneurs but by young people their parents and their teachers The lesson Inventorship is for everyone and can change lives for the better Joseph N Hankin President Westchester Community College After all the scholarly books and articles about innovation and the entrepreneurial process by theorists how refreshing it is to hear from a real live inventor holding hundreds of patents in fields as diverse as aeronautics sailing chess and skiing He has even invented a word inventorship to describe the process and guide us through dozens of examples A very useful book John Diebold Chairman The JD Consulting Group Inc Getting Started in Private Practice Chris E. Stout, Laurie C. Grand, 2010-06-10 All the tips and tools you need to build a successful mental health practice from the ground up Many mental health professionals currently working for

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In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "Ice To The Eskimos How To Market A Product Nobody Wants," a mesmerizing literary creation penned with a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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