

Ice Eskimos Market Product Nobody

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This idea is engraved throughout the book as it relates to “marketing a product that nobody wants.” "Ice to the Eskimos" identifies ways to sell a product that does not live up to consumer expectations by making it more attractive to those same consumers.

Ice to the Eskimos: How to Market a Product Nobody Wants ...

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.

Ice to the Eskimos: How to Market a Product Nobody Wants ...

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 ...

Ice to the Eskimos How to Market a Product Nobody Wants ...

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ICE TO ESKIMOS: HOW TO MARKET A PRODUCT NOBODY WANTS By ...

Jon Spoelstra may just have sold ice to the eskimoes when he convinced people to lay down hard earned money on the New Jersey Nets during the 1990s (any NBA fan can tell you how bad they were). Spoelstra is very quick to point out that his book is primarily geared to those people in the business and marketing world with a product to sell.

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Ice to the Eskimos - How to Market a Product Nobody Wants ...

Ice to the Eskimos - How to Sell a Product Nobody Wants. Jon Spolestra HarperBusiness, New York, 1997, ISBN 0-88730-851-1.

Ice to the Eskimos - How to Sell a Product Nobody Wants

are interested in your product. #ice to the eskimos. 12. CHEAP IS GOOD, BUT FREE IS BETTER. Ground rule #12: Don't let research. make the decision for you. AVOIDING GETTING FOOLED BY RESEARCH. Research can fool you all the time. It can particularly fool you when major decisions are to be made. With major

Book Summary: Ice To The Eskimos Summary Jon Spoelstra

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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.

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Ice to the Eskimos - Jon Spoelstra - E-book

Ice to the Eskimos (Hardcover) How to Market a Product Nobody Wants. By Jon Spoelstra. Harper Business, 9780887308512, 288pp. Publication Date: May 9, 1997

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