

Ice Eskimos Market Product Nobody

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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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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. Spoelstra's recommendations revolve around the idea of reshaping and retooling the way the product is being marketed to its target ...

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

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Identifying a Market Where You Can Win. The Ulysses method. Many times, marketers of unsuccessful products getlured to marketing a market or market segment where they can't win. But the market is so alluring, so enticing. What happens is that they end up crashing on the rocks. #ice to the eskimos. 3. A QUICK-FIX SILVER BULLET. Ground rule #3: Increase the frequency. ofpurchases by your ...

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you've got a product that is not the best in its field, then you will love Ice to the Eskimos. Take the ...

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