



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

*Jon Spoelstra*

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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.

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