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Spoelstra takes a different approach to marketing that makes you consider elements to

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As a Wall Street Journal bestselling author, Jon's work has had a major impact in the sports industry. Jon's marketing books, written in the late 90s: Ice to the Eskimos: How to Market a Product Nobody Wants and Marketing Outrageously, continue to be used as Sport Management textbooks all over the world. At SPMA, we consider being able to interview Jon an honor.

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Jon Spoelstra. ISBN: 978-1885167736; The book was published on February 16, 2011. Wall Street Journal bestseller; This hardcover edition has 272 pages. Published by Bard Press. Distributed by National Book Network. The trim size is 6.1 x 9.1 x 0.8 inches.

## ~~Marketing Outrageously - Bard Press~~

Marketing Outrageously Review and Analysis of Spoelstra's Book

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## ~~Summary: Marketing Outrageously - Review and Analysis of ...~~

If a reader has read Ice to Eskimos or Marketing Outrageously by Jon Spoelstra, then you already know what your getting into. For those unaware, Spoelstra has made a living within the sports and entertainment industry by increasing revenues for some of pro-sports most inept

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Jon Spoelstra is an American author, sports marketer, and a former National Basketball Association executive for the Buffalo Braves, Portland Trail Blazers, Denver Nuggets and New Jersey Nets. He is the co-founder of SRO Partners, and he currently serves as president of Mandalay Sports Entertainment. Spoelstra graduated from Notre Dame in 1966. He was a judge at the Miss America 2004 contest.

## ~~Jon Spoelstra - Wikipedia~~

Marketing Outrageously by Jon Spoelstra Chapter 6: Hit Em Where They Ain't Ground rule #6: If you mimic the market leaders, you'll just add to their dominance. The author discusses how in the early 1980s the Portland Trail Blazers tried to move their radio broadcasting of games "in-house."

## ~~Essay about Marketing Outrageously Summary - 591 Words~~

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