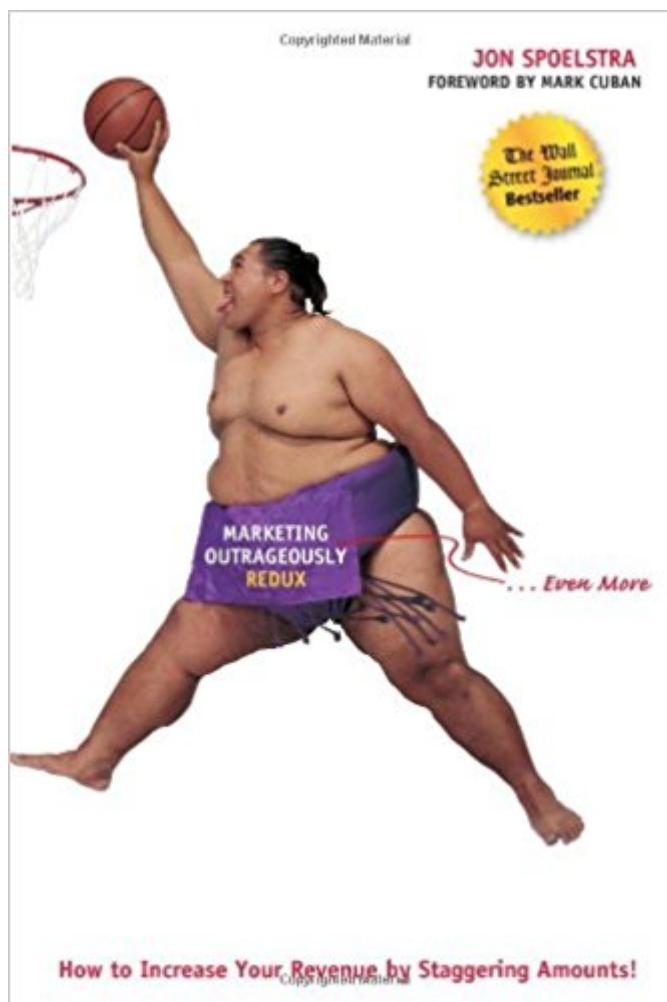


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# Marketing Outrageously Redux: How To Increase Your Revenue By Staggering Amounts



## **Synopsis**

Tom Peters says, Jon Spoelstra knows his stuff. Pat Williams, founder of Orlando Magic says, I consider Jon the top marketer in the world. The Wall Street Journal says, Mr. Spoelstra is one of those guys who thinks 'out of the box'. In this revised edition, Jon provides a real-world game plan for increasing your top line with marketing and promotion ideas that break through the clutter and get your customer's attention. His 17 Ground Rules—tested and proven—in sports and business, show how to differentiate yourself from your competitors. The focus is on measurable results that impact your bottom line—without big marketing and advertising budgets. Going beyond marketing theory his approach encourages you to push the outrageous envelope to gain immediate sales. Not just for sales and marketing folks —this book is for anyone who influences the course and attitude of your company.

## **Book Information**

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## **Customer Reviews**

Spoelstra (Ice to the Eskimos: How To Market a Product Nobody Wants) offers another fine book on creative marketing strategies and motivation. His book, which shows how considering marketing problems "outrageously" but consistently can benefit an organization, is instructive in its marketing ideas and stories of triumph. President of the professional sports division of Mandalay Entertainment, Spoelstra has held positions or served as a consultant with several sports teams, including the Portland Trail Blazers, New Jersey Nets, and Dayton Dragons. Here he describes how in his own experience a lack of adequate funds for marketing and advertising goals led to his "outrageous" approach. In each of the 17 chapters, Spoelstra illustrates one of "ground rules" of

marketing, claiming that, for instance, each company must differentiate itself and that budget constraints need not prevent a company from doing its best work. His concerns for increasing revenue through marketing will be useful to professional marketers and students of marketing. Recommended for the academic and public libraries that serve them. Littleton Maxwell, Business Information Ctr., Univ. of Richmond, VA Copyright 2001 Reed Business Information, Inc.

It's not often that I find myself continuously referring to a book for motivation and guidance. But that is exactly what I found myself doing with Marketing Outrageously. It's the ultimate guide for taking companies of any size to a new level. It's full of crazy, fun ideas that can help anyone sell more. I highly recommend this book. (Mark Cuban Owner, Dallas Mavericks)

I have read hundreds of books on sales and marketing and this is now one of my top ten. You do not have to be a sports fan to really get a lot of entertainment value and insights into how he was able to market and sell tickets and sponsorship for sports teams that seem to have no marketability. As a sales and marketing professional, this book gave me a shot in the arm as to the exciting possibilities that an outrageous marketing approach will provide for both myself and my clients. Jon Spoelstra is a very funny guy with a keen mind... a powerful and desirable combination. This book reminded me that you can have a lot of fun writing ads and coming up with marketing strategies by thinking out of the box. Sales will go up and your customers and clients will enjoy the ride as well. Looking back on the ads and approaches that have been the most successful were the ones which had a watered down Spoelstra outrageous factor. Thank you Jon... I am now motivated to turn up the outrageous dial for the extra laughs and to make more money for my clients. Some snippets from the book that give you a taste of his style: \*\*If the idea doesn't cause you to fall down laughing or groan-like-you-got-kidney-stones, then the idea probably isn't of the breakthrough variety. \*\*Just humour me a bit here. \*\*The discussion wouldn't be on why we couldn't use the idea, but how we could shape it so that it would work. \*\*Two grand gets you first row, right there in the players' armpits. \*\*Bribing the Stomach \*\*Like throwing my money into a tornado and hoping for the best.

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 teams. He has

accomplished this by using a number of bold promotions to sell more tickets and get people talking about the experience of attending games, rather than a teams on the field performance. Following the tradition of his other works, Spoelstra mixes his unorthodox marketing philosophy with humorous anecdotes from his career. What Spoelstra proposes is not hard really, but taking the safe route is so engrained in marketing cultures whether in the sports world or anywhere else that it is often difficult to break out of the box. With his trademark anecdotes and can do spirit, Spoelstra almost wills even the non-marketer to market something. My only question is whether we should really consider this marketing outrageously or marketing different?

Until last year I didn't know Jon Spoelstra from Johnny Appleseed. And I certainly didn't know that he's been wandering across America sprinkling the seeds of business growth. In fact, I first ran into Jon when I ordered a copy of his thriller, "Red Chaser: A noir thriller of the 1950s, the Cold War and the Brooklyn Dodgers." A heckuva deal on a great book. Amazingly, he offered it FREE, such an irresistible price that I felt guilty taking him up on it. So guilty in fact, that I shipped off to him a copy of my own book, "Postcards. Little Letters From Life" as a thank you. When I saw "Marketing Outrageously Redux" touted on the website of Roy Williams, who bills himself as the Wizard of Ads, and clearly deserves that title, I looked into this man Spoelstra and discovered that he is a legend in his own right. I am far from being a sports fan, but I have been on the creative side of the marketing and advertising business all my life and I know talent when I see it. This is it. I rushed to buy his book. Spoelstra has taken upside-down professional teams and put them on their feet and standing in the black. And he's turned good organizations to solid gold, all with ideas that would make the collective hair of typically "sensible" marketers stand on end. I once walked into the office of the marketing director of a large bank whose name I won't mention. Behind him on the wall was a plaque that read, "What business needs is more General Pattons and fewer marketing chickens." Fred was well schooled, looked the part, but lived by the Law of Conventional Wisdom. He and his like-minded big bank were on the edge of going out of business. And this was when the economy was GOOD. Fred, as they say in Texas, was all hat and no cattle. This bank didn't need unheeded mottoes, it badly needed Jon Spoelstra, who actually is one of those General Pattons. And his pearl handled revolvers are the "scary" ideas you'll read about in this wonderful book. Even the cover is a provocative hoot that will make you think about the stunning effect that unconventional, interruptive communications, promotions, policies, personnel practices, leadership, and unexpected organizational management style can evoke among the masses who are out there just waiting for somebody to surprise them. Buy this book. Read it. Test your courage by answering

some of the questions it asks -- and answers. It's 271 pages of sheer fun and terrific wisdom, particularly for business people longing for breakthroughs. If you've been wondering, "Is anybody out there listening?" you should probably be asking, "If I were them, why should they?" Marketing Outrageously Redux will unscrew your thinking.

I like the writing of Jon Spoelstra. Loved his first book. This one too is a fun read. His experience is centered on or with sports teams which makes it interesting reading for a sports fan like me. But I think while the stories are entertaining and some are outrageous. Not sure how practical many of the ideas really are. Fun and entertaining but fell a bit short to me.

All of Mr. Spoelstra's writings and ideas across the board have been beneficial to my higher education. This book has helped me, among other things, gain knowledge and insight on how to market no matter the location or market. Intriguing read!

A funny and extremely valuable book, packed with examples. Even though Spoelstra's background is sports marketing you can take the ideas and apply them to any industry - I bought a copy for each of my clients

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