



Marketing Outrageously Redux: How to Increase Your Revenue by Staggering Amounts

By Jon Spoelstra

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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.

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Editorial Review

From Library Journal

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

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Review

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)

From the Inside Flap

Too Much Revenue?

Have you ever known a company to be in trouble because of too much money coming in? Of course not. The best way of beefing up the bottom line is to feed the top line. Jon Spoelstra, one of America's top sports marketers, offers provocative ideas that will help boost both your top and bottom line. Jon's 17 Ground Rules will show you how to

- Think differently about Marketing Outrageously and understand why it's the safest way to go.
- Use Jon's famous "rubber chicken" method to get people going down the slippery slope to sales success.
- Scoop cream off the top that will impact both your top and bottom lines.
- Differentiate yourself from your competitors.
- Use the big question "What's It Going to Take?" to challenge the thinking of those you work with - and to dramatically increase sales.

This book is not just for sales and marketing folks - it's for anyone who influences the course and attitude of your company. Get all your employees on the same page with this book. It will transform their thinking about increasing revenue.

Users Review

From reader reviews:

Annette Puente:

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John White:

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Lanell Sessions:

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Floyd Alling:

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