"This Business has Legs": How I Used Infomercial Marketing to Create the $100,000,000 Thighmaster Craze: An Entrepreneurial Adventure Story

Peter Bieler, Suzanne Costas (With)

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DESCRIPTION

"Only in America could a would-be monk convince a faded television star to pitch a rehabilitation device designed for Scandinavianskiers and create a nationwide sensation. The marketing strategy alone is worth the price of admission."

--Paul B. Brown Special Correspondent for the Business News Network (BNN) and coauthor of Customers for Life

"This is the first time the person behind a fad lays out the whole marketing strategy he used. Even I learned a lot."

--Bob Rice Pet Rock Promoter

"Within a matter of months, Peter Bieler created a $100,000,000 industry out of nothing. This fascinating book chronicles step-by-step how he did it."

--Steve Dworman Publisher, Infomercial Marketing Report

"As a jack, in an emergency, if you have a very small car ... As a rack to dry homemade pasta ... Prop it on its side and presto! Twin picture frames ... Have it bronzed and claim it's a very early Henry Moore ..."

--Diane White columnist for The Boston Globe on alternate uses for the ThighMaster See Inside for Exciting Contest Details!
ABOUT THE AUTHOR

PETER BIELER has sold his stake in Ovation, the company that sold the ThighMaster Exercisers. He now owns a Hollywood-based advertising agency that specializes in infomercial marketing and another company that funds infomercial media purchases. SUZANNE COSTAS is a contributing editor at Bloomberg Personal and was an associate editor at Worth magazine. She divides her time between New Rochelle, New York, and Boston, Massachusetts.

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