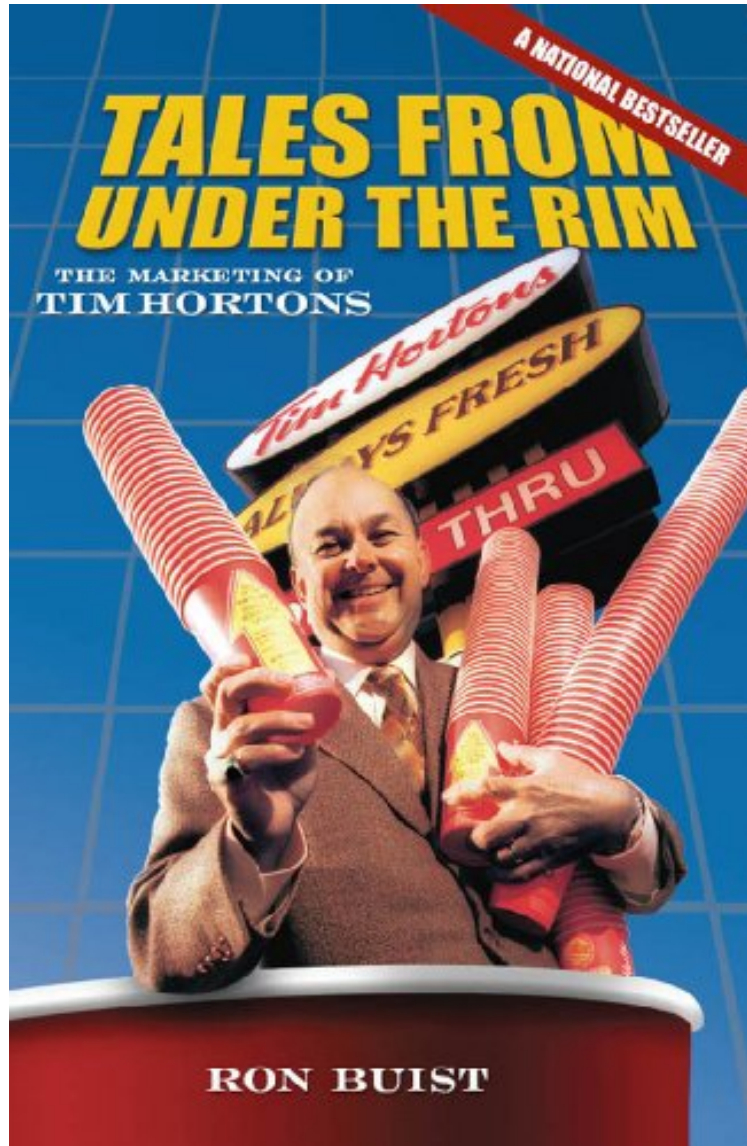


[Download free pdf] Tales from Under the Rim: The Marketing of Tim Hortons

## Tales from Under the Rim: The Marketing of Tim Hortons

Ron Buist

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**Ron Buist : Tales from Under the Rim: The Marketing of Tim Hortons** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tales from Under the Rim: The Marketing of Tim Hortons:

3 of 3 people found the following review helpful. Okay style but lacks a bit in substance. By A Customer  
A better title might have been: A History of Tim Hortons from the Head of Marketing. Not as snazzy but it gives a truer meaning to what the book is about. Ron Buist in the first half gives you the beginnings of Tim Hortons and how it was the hard work and dedication of the founders and the franchisees who created the brand "Tim Hortons". Taking an idea that differentiates you from the rest, listening to your customers and workers, giving people more than they expect these

are all the underlying ideas that pepper the first half of the book. Nothing too revolutionary or an example of marketing genius at work. The second half are a few memoirs or recollections of a couple of the "True Life" television commercials and the "Roll Up to Win" campaign. And also the Tim Hortons Foundation is thrown in afterwards. All in all the book is the recollections of Ron Buist as the marketing director at Tim Hortons for over 25 years. When you look at the book and after you've read it that would seem obvious as to what it would be but its not quite sold that way, at least to me. I would have also liked to hear some insights given into what made the marketing work. How has the marketing and what marketing in particular has helped make Tim Hortons a Canadian staple. There wasn't a lot of that in here. Sort of like rolling up the rim of your coffee cup and seeing you won a timbit; it's something but not what you were really hoping for. Overall I give it a B- on the StuPage. Okay style but lacks a bit in substance.

A National Bestseller. Now available in paperback. "On a Rrrroll! You may not be familiar with Ron Buist, but you know his handiwork." -- The Ottawa Citizen. A behind-the-scenes look at a simple business that became a Canadian icon. Tales from Under the Rim chronicles the rise of Tim Hortons, from its humble beginnings to a national institution. The recipe was simple: it took "one hockey player, one favourite barber shop, one former drummer, and one police officer" plus "the luck hard work brings" to transform a once unknown donut shop into one of Canada's leading franchise operations. In this bestselling business memoir, Ron Buist shows how Tim Hortons became a second home to millions of Canadians. It includes the grass-roots marketing strategy that defined the early years, the Tim Hortons habit of listening to customers, and the whole story of Roll Up the Rim to Win, the no-frills contest that has become a defining feature of Canadian life.

"The perfect business gift ... Like its subject, it is comfortable, friendly, and a predominantly pleasant experience mdash; Christmas morning or any other time." (Financial Post 2013-01-15)"The book's subtitle is bang on. Tim Hortons is many things to this country, but it's above all else a triumph of marketing .... Buist's version of the rise of Tims holds a lot of common sense lessons that Canadian marketers of all stripes and sizes would do well to commit to memory." (Marketing Magazine 2013-01-15)"The 'mother' of invention... A name that is on the lips of most Canadians mdash; though they don't even know it. Along with other brilliant Canadians who've enriched our lives with light bulbs and TV, we raise a cup to you." (Toronto Sun 2013-01-15)"A celebration of the results of marketing at its best." (Daily Gleaner 2013-01-15)"Buist's Tales from Under the Rim: The Marketing of Tim Hortons really does reveal the truth behind Tim Hortons success. That is, there is no mystery." (Chronicle Herald 2013-01-15)"The perfect coffee-table book? mdash; a book about coffee." (Edmonton Sunday Sun 2013-01-15)"Enlightening peeks into the building of a business empire." (Canadian Press 2013-01-15)"A readable and colourful account of the marketing successes that kept Tim Hortons in the forefront of the public mind...an interesting and accessible text for students of marketing." (British Journal of Canadian Studies 2013-01-15)From the Inside FlapTales from Under the Rim chronicles the rise of Tim Hortons, from its humble beginnings to a national institution. The recipe was simple: it took "one hockey player, one favourite barber shop, one former drummer, and one police officer" plus "the luck hard work brings" to transform a once unknown donut shop into one of Canada's leading franchise operations. In this bestselling business memoir, Ron Buist shows how Tim Hortons became a second home to millions of Canadians. It includes the grass-roots marketing strategy that defined the early years, the Tim Hortons habit of listening to customers, and the whole story of Roll Up the Rim to Win, the no-frills contest that has become a defining feature of Canadian life.From the Back Cover"Tales from Under the Rim" chronicles the rise of Tim Hortons, from its humble beginnings to a national institution. The recipe was simple: it took "one hockey player, one favourite barber shop, one former drummer, and one police officer" plus "the luck hard work brings" to transform a once unknown donut shop into one of Canada's leading franchise operations. In this bestselling business memoir, Ron Buist shows how Tim Hortons became a second home to millions of Canadians. It includes the grass-roots marketing strategy that defined the early years, the Tim Hortons habit of listening to customers, and the whole story of Roll Up the Rim to Win, the no-frills contest that has become a defining feature of Canadian life.