



Tales from Under the Rim: The Marketing of Tim Hortons

Ron Buist

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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.

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