

Instinct

We support and challenge business leaders to maximize the potential within their Brands.



You're Invited to our Book Launch Party

Dear clients, colleagues and friends:

Over the course of his 37-year career, Ted Matthews has passionately pursued the objective embodied in the Instinct Core Purpose: *By coaching the proper understanding of Brand, to advance the sustainability of North American businesses, reinforcing our free enterprise system and ensuring our continued prosperity as a society.*

It's more critical than ever that this audacious purpose be realized, because Brands are now more important than ever to the survival of North American business. Our manufacturing base continues to disappear, and a thickening fog of commercial messaging makes it increasingly difficult for Brands to attract and retain either customers or the best employees – the latter amidst our worsening labour crisis. **And yet "Brand" is widely misunderstood.**



We will be honoured by your attendance at the event that celebrates a great step forward in Ted's quest:

Brand: It Ain't the Logo* (*It's what people think of you™)

By Ted Matthews

With Greg De Koker and Andris Pone

"Ted Matthews wraps a persuasive argument in a lively read. This book is packed with fascinating examples that back up its clear-sighted analysis of how to build your brand - and, just as important - how not to."

Jim McElgunn
Senior Editor, PROFIT Magazine

Date:

Tuesday, October 9th, 2007

Place:

Steam Whistle Brewing
The Roundhouse
255 Bremner Blvd, Toronto

Time:

5:30 – 8:00pm.

Be sure to catch Ted's short (but impassioned) presentation at 6:30.

Drinks and hors d'oeuvres will be served.
Your guests are most welcome.

RSVP:

By Friday, September 28.

Please indicate your name and those of any guests.

[RSVP](#)

[read an excerpt](#)

Five dollars from each signed and numbered Launch Edition book sold at this event will be donated to our focus charity, **Street Kids International**: the organization that gives street kids around the world the entrepreneurial skills they need to survive and thrive.

[send to a friend](#)

[contact us](#)

[website](#)