

the **ABC** of **XYZ**

book launch invitation

Mark McCrindle is delighted to invite you to afternoon tea and the launch of his new book, to be hosted by Alex Hawke, MP for Mitchell

"The ABC of XYZ is a rollicking journey across time, generations and values that have been forensically dissected by one the best social analysts in Australia."

Bernard Salt -
Demographer
and author of
The Big Shift



The ABC of XYZ: Understanding the Global Generations

Published by UNSW Press

SYDNEY Launch Details:

Date:

Wednesday, 16th December 2009

Time:

4:15pm for 4:30pm - 5:30pm

Venue:

BORDERS® bookstore

(Opposite Reading Cinema, near Coles)

Rouse Hill Shopping Centre

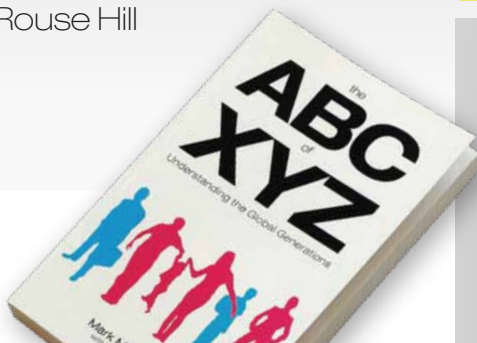
10-14 Market Lane

Rouse Hill

Join us....

**in Sydney's North West,
the fastest growing
area of Australia's largest
city and home of the
Gen Z baby boom.**

**Free drinks and snacks
from Gloria Jean's Coffees
and a \$5 gift voucher for all.**



RSVP:

By: 11th December

Phone: (02) 8824 3422

Email: emily@mccrindle.com.au

Books will be available on the day.

Alternatively, copies can be purchased **NOW** via

www.TheABCofXYZ.com.