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For
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Product details 1. Be the undisputed coffee authority 2. Engage and inspire our partner

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3. Ignite the emotional attachment with our customers
4. Expand our global presence - while making each store the heart of the local neighborhood
5. Be the leader in ethical sourcing and environmental impact
6. ...

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Those bold moves were

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stated as follows: 1. Be the undisputed coffee authority. 2. Engage and inspire our partners. 3. Ignite the emotional attachment with our customers. 4. Expand our global presence—while making each store the heart of the local neighborhood. 5. Be the leader in ethical sourcing ...

Leading the Starbucks Way: 5

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Principles for Connecting ...

In Leading the Starbucks Way, Michelli establishes five actionable principles that fuel long-term global sustainability at Starbucks and that can be used in any company, in any industry:

- Savor and Elevate
- Love to Be Loved
- Reach for Common Ground
- Mobilize the Connection
- Cherish

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and Challenge Your
Legacy

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One of the best-
recognized and
admired brands in the
world, Starbucks

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singlehandedly
transformed the
ordinary delivery of
coffee into a cultural
phenomenon--a result
of the company's
exemplary leadership
practices.

Joseph A
Michelli

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Leading the Starbucks
Way is a penetrating
look at the inner
workings of one of

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today's most
successful brands. The
company gave Michelli
one-on-one access to a
variety of employees
(called partners) to
write this book--from
baristas to senior
leaders, including
Howard Schultz,
chairman, president,
and chief executive
officer.

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Starbucks Way: 5
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Connecting ...

In *Leading the Starbucks Way*, Michelli establishes five actionable principles that fuel long-term global sustainability at Starbucks and that can be used in any company, in any industry: *Leading the Starbucks Way* is a penetrating look at the inner workings of one of today's most successful brands.

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Business the Starbucks
Way Foreword by
Herve Humler,
President and COO,
The Ritz-Carlton Hotel
Company, L.L.C. One of
the best-recognized
and admired brands in
the world, Starbucks
singlehandedly
transformed the

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ordinary delivery of coffee into a cultural phenomenon--a result of the company's exemplary leadership practices.

Products And

People Joseph A

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LEADING THE

STARBUCKS WAY .

Joseph Michelli, author of the blockbuster The Starbucks Experience, does it again. In

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Leading the Starbucks Way, Joseph explains how leaders at this famous coffee

company continue to

refine and expand the

optimal cross-channel

experience. He further

explains how Starbucks

navigated through the

challenges of the

global recession

mounting a remarkable

surge in ...

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Lead Your Business the Starbucks Way .

Foreword by Herve Humler, President and COO, The Ritz-Carlton Hotel Company, L.L.C.

One of the best-recognized and admired brands in the world, Starbucks

singlehandedly transformed the ordinary delivery of coffee into a cultural phenomenon--a result of the company's exemplary leadership

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practices.

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Products Are People, Joseph A

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This book, Leading the

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outlines the founda-

tional principles that

have guided Starbucks

leaders during

sustained periods of

meteoric growth,

economic downturn,

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recovery, and
transformation. Like
the tactical course
defined in the
Transformation
Agenda, Leading the
Starbucks Way looks
People Joseph A

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7 9 10**

Whereas the focus in
the earlier book, The
Starbucks Experience:
5 Principles for Turning
Ordinary Into
Extraordinary (2006), is
on how to create an

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extraordinary customer
experience, the focus

in Leading the

Starbucks Way is on

how managers can

establish and then

strengthen

relationships with

customers, products,

and associates.

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Kirkus Reviews

Leading the Starbucks

Way is a penetrating

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workings of one of

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successful brands. The company gave Michelli one-on-one access to a variety of employees (called partners) to write this book - from baristas to senior leaders, including Howard Schultz, chairman, president, and chief executive officer.

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(Audiobook) by
Joseph A ...**

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Michelli

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outlines the foun-
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Transformation

Agenda, Leading the

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Starbucks' "industry-

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will further
differentiate us from
the competition over
time,” the CEO said at
the time. And indeed it
has — although likely
under a much shorter
...

Michelli

**Starbucks' Big
Payments Pivot To
Boost Loyalty |
PYMNTS.com**

Just before 10 p.m. on
Oct. 5, 2018, Tommy
Piluyev and his family
pulled his BMW SUV

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into the drive-through
of a Starbucks in the
Northern California city
of Roseville. Piluyev,
then 22, and his ...

Products And

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Starbucks for hot

tea he says

disfigured him ...
Former Starbucks CEO
Howard Schultz gives a
speech at Miami Dade
College in Miami,
Wednesday, March 13,
2019. The 65-year-old
billionaire gave details

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independent For
presidency could look
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