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Leading The Starbucks Way 5

Product details 1. Be the undisputed coffee authority 2. Engage

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and inspire our partner 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. ...

Leading the Starbucks Way: 5 Principles for Connecting

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Those bold moves were 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 ...

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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 and Challenge Your Legacy

Leading the Starbucks Way: 5 Principles for Connecting

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Lead Your Business the Starbucks Way Foreword by Herve Humler, President and COO, The Ritz-Carlton Hotel Company,

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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 practices.

Leading the Starbucks Way: 5 Principles for Connecting

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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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Leading the Starbucks Way exemplifies a corporate culture that is passionate about product, employees (referred to at Starbucks as partners), customers, and global sustainability. Through tactical strategies (involving global expansion, innovation of new consumer goods that fit active customer lifestyles, and an engaging approach to social media and mobile technology), Starbucks continues to forge strong and engaging experiences with existing and new customer segments.

Leading the Starbucks Way

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This excerpt is from Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People, by Joseph Michelli (McGraw-Hill Professional, \$25). It was written before Starbucks acquired Teavana Holdings, which operates 300 stores.

The Starbucks Way | Seattle Business Magazine

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

Leading the Starbucks Way: 5 Principles for Connecting

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This book, *Leading the Starbucks Way*, outlines the foundational principles that have guided Starbucks leaders during sustained periods of meteoric growth, economic downturn, recovery, and transformation. Like the tactical course defined in the

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Transformation Agenda, Leading the Starbucks Way looks

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Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products, and Your People In this follow-up to The Starbucks Experience, organizational consultant Michelli returns to the ubiquitous chain for a side order of business lessons.

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Leading the Starbucks Way

Leading the Starbucks Way is a penetrating look at the inner workings of one of 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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This book, Leading the Starbucks Way, outlines the foundational principles that have guided Starbucks leaders during sustained periods of meteoric growth, economic downturn, recovery, and transformation. Like the tactical course defined in the Transformation Agenda, Leading the Starbucks Way looks

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world kinder and braver" .. The Foundation prioritizes the mental health and wellness of ...

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