

Leading The Starbucks Way 5 Principles For Connecting With Your Customers Products And People Joseph A Michelli

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Leading the Starbucks Way: 5 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 and Challenge Your Legacy

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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
This book, *Leading the Starbucks Way*, outlines the four-dational 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

Contents 1 2 3 4 5 6 7 9 10
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