

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

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

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

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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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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.

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LEADING THE STARBUCKS WAY | Kirkus Reviews

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Leading the Starbucks way

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