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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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Your Products and Your People, by Joseph Michelli (McGraw-Hill Professional, \$25). It was written before Starbucks acquired Teavana Holdings, which operates 300 stores.

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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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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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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.

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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Born This Way Foundation (BTWF) is a non-profit organization founded in 2012 by American artist and activist Lady Gaga and her mother Cynthia Germanotta. Named after the singer's album Born This Way, the Foundation is committed to supporting the wellness of young people and working with them to "make the world kinder and braver".. The Foundation prioritizes the mental health and wellness of ...

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