



## Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People

By Joseph Michelli

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 256 pages. The proven leadership philosophies behind Starbucks incredible brand loyalty Joseph Michelli, author of the blockbuster *The Starbucks Experience*, explains the leadership principles that drove the iconic coffee companys resurgence from serious setbacks during the global recessionone of the few true turnaround stories of this time. Michelli establishes five simple principles that Starbucks applied to build long-term global sustainabilitySavor and Elevate, Love to Be Loved, Reach for Common Ground, Mobilize the Connection, Cherish and Challenge Your Legacywhich can be used in any company, in any industry. Joseph Michelli is the bestselling author of *The Starbucks Experience*, *The New Gold Standard*, *Prescription for Excellence*, and *The Zappos Experience*. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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