

[PDF] POUR YOUR HEART INTO IT: HOW STARBUCKS BUILT A COMPANY ONE CUP AT A TIME

Howard Schultz, Dori Jones Yang - pdf download free book

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Description:

Since 1987, Starbucks's star has been on the rise, growing from 11 Seattle, WA-based stores to more than 1,000 worldwide. Its goals grew, too, from the more modest, albeit fundamental one of offering high-quality coffee beans roasted to perfection to, more recently, opening a new store *somewhere* every day. An exemplary success story, Starbucks is identified with innovative marketing strategies, employee-ownership programs, and a product that's become a subculture.

Whether you're an entrepreneur, a manager, a marketer, or a curious Starbucks loyalist, *Pour Your*

Heart into It will let you in on the revolutionary Starbucks venture. CEO Howard Schultz recounts the company's rise in 24 chapters, each of which illustrates such core values as "Winning at the expense of employees is not victory at all." --This text refers to an out of print or unavailable edition of this title.

From Library Journal Schultz, chairman and CEO of Starbucks, and writer-researcher Yang trace the growth and development of Starbucks from a single store in Seattle, which in 1973 sold only dark-roasted coffee beans, to the international business it has become today. Schultz does not conceal his passion for good coffee or for his company. His initial goals were to introduce Americans to really fine coffee, provide people with a "third place" to gather, and treat his employees with dignity. The extent to which he succeeded and the obstacles encountered along the way are the subjects he tackles here. This is not, in the strictest sense, a how-to book despite its considerable detail but more a motivational title. Recommended for large public libraries. ?Joseph C. Toschik, Half Moon Bay P.L., Cal.

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