
Starbucks Barista Training Guide

*Starbucks Barista
Training Guide*

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Starbucks ABC-CLIO

Follow the history of Starbucks on its journey from one local retail store in Seattle to a global chain of coffeehouses found in more than 47 countries around the world. * Offers a number of stimulating sidebars, including Coffee Talk, Word Search, Coffee Quiz, Schultz Time!, and Coffee Recipe * Features a "You Decide" section at the end of each chapter where readers can provide their own responses to issues Starbucks has faced recently * Provides photos of Starbucks headquarters in Seattle, interior shots of the original store, Starbucks baristas, and Starbucks coffee traders in Rwanda * Includes a glossary of coffee-related terms * Outlines a Starbucks timeline from 1971 to 2009, noting major business and product events

Coffee For Dummies John Wiley & Sons

Get the skinny on your morning joe Do you swear by your morning jolt of caffeine but are hard-pressed to tell a siphon from a slow dripper? No problem: just order a fresh copy of Coffee For Dummies for a smooth blend of fun facts and practical advice to give an extra shot of flavor to your appreciation of the second-most valuable commodity on planet Earth—and filter out all that excess grind in your knowledge. This warm and welcoming serving from passionate coffee guru Major Cohen—a Specialty Coffee Association certified

instructor, and now retired highly respected former Starbucks coffee educator and program manager—takes you on a rocket-fueled journey from the origins of the liquid bean's popularity to best ways to prepare and enjoy coffee in your own home. You'll learn how to evaluate the advantages of different coffee styles and makers, and how even the smallest detail—varietal, roast type, texture—can influence how good that cupped lightning tastes on your tongue. Evaluate different roasts or brews Navigate menus for the best deals Learn how to speak "coffee" and order your half-cap-low-fat-no-sugar-add-whip with confidence Save money with the best store apps Meet some of the unknown pioneers of coffee that have made our coffee world of today See how you might think bigger about your coffee spend changing the world The average American spends over \$1000 on their daily brain juice every year: why not hire Coffee For Dummies as your personal barista and get more for your money—and from each invigorating sip.

Starbucks, 2nd Edition ABC-CLIO

Americans drink 400 million cups of coffee every day, and many of them come from the thousands of Starbucks coffeehouses across the country. But how much do you really know about the place you get your morning cup of Joe? Part of Greenwood's Corporations That Changed the World series, this book provides readers with a richly detailed history of this famous coffeehouse chain. It traces Starbucks's meteoric rise from a small Seattle-based company to an international powerhouse, chronicling how the changing executive leadership affected corporate strategy and direction. It also explores how Starbucks has embraced and incorporated new

technologies and innovations, as well as how the corporation has shaped and been shaped by important social causes. An unbiased look at the controversies that have surrounded Starbucks over the years will help readers better understand these contentious issues. This updated and expanded edition includes new chapters, current financial data, and coverage of the COVID-19 pandemic's impact on the company.

Handbook of Research on Effective Communication, Leadership, and Conflict Resolution *IGI Global*

In order for an organization to thrive, it is essential to develop key strategies for interaction, leadership, and management within diverse settings. Refining these skills ultimately aids in the arbitration of any potential conflicts that may arise during intra-organizational interactions. The *Handbook of Research on Effective Communication, Leadership, and Conflict Resolution* evaluates operational strategies and interpersonal skill development for the successful leadership and management of modern organizations. Highlighting various governance and interaction techniques that assist in mediating organizational controversies, this handbook of research is a vital source for professionals, leaders, managers, and human resource specialists interested in developing skills needed to efficiently communicate, collaborate, and negotiate across differences within an organization.

The Barista Book

A Coffee Lover's Companion with Brewing Tips and Over 50 Recipes *Skyhorse*

There's nothing like a good cup of coffee

in the morning, right? Most people simply buy their espresso, latte, or macchiato from their local coffee shop and be done with it. To others, however, their morning cup of coffee is more than just a swipe of a credit card and a quick energy boost—it's an art form. With this book, world-renowned latte artist and barista Hiroshi Sawada offers step-by-step instructions on how to make more than fifty delicious coffee drinks. Including recipes for some of the popular drinks in this world—lattes, americanos, cappuccinos, espressos, mochas—and world-class tips from Sawada himself, this coffee compendium is the premier guide for aspiring baristas and amateur home brewers alike. These invaluable skills can be applied either at home or in a professional setting—helping even the most seasoned barista hone their craft. In addition to the recipes, learn the intricacies of the pour, about the different varieties of beans and how to store them, and all the crucial elements necessary to make the perfect cup.

The Art of Strategy

Sun Tzu, Michael Porter, and Beyond *Cambridge University Press*

When it comes to strategy, how should we define victory? For centuries, Eastern and Western thinkers have grappled with this question, offering different answers. What can we learn from this difference? In *The Art of Strategy*, Moon provides a novel and systematic integration of the two dominant frameworks of the East and West: Sun Tzu's military strategy and Michael Porter's business strategy. This unlikely combination of thinking suggests an innovative extension of our understanding and practice of strategy, which will appeal to scholars, students, practitioners and general readers with

an interest in strategy. By aligning the perspectives of these two great thinkers, Moon argues that true winning is about maximizing and optimizing overall value for all engaged stakeholders, and this requires a more efficient approach to strategy.

The Gospel According to Starbucks

Living with a Grande Passion *WaterBrook*

Leonard Sweet shows you how the passion that Starbucks® has for creating an irresistible experience can connect you with God's stirring introduction to the experience of faith in *The Gospel According to Starbucks*. You don't stand in line at Starbucks® just to buy a cup of coffee. You stop for the experience surrounding the cup of coffee. Too many of us line up for God out of duty or guilt. We completely miss the warmth and richness of the experience of living with God. If we'd learn to see what God is doing on earth, we could participate fully in the irresistible life that he offers. You can learn to pay attention like never before, to identify where God is already in business right in your neighborhood. The doors are open and the coffee is brewing. God is serving the refreshing antidote to the unsatisfying, arms-length spiritual life—and he won't even make you stand in line.

Brand Admiration

Building A Business People Love *John Wiley & Sons*

Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using

numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

Business Ethics

Best Practices for Designing and Managing Ethical Organizations

SAGE Publications

Business Ethics teaches students how to create organizations of high integrity and superior performance. Author Denis Collins and new co-author Patricia Kanashiro walk readers through designing ethical organizations using an Ethical Systems Model that outlines best practices for hiring, training, making ethical decisions, and fostering trust. The substantially revised Third Edition integrates the most current research findings; includes three new chapters on corporate governance and stakeholder relationships, global sustainability, and global corporate citizenship; and explores timely topics through new case studies on the opioid crisis, the #MeToo movement, climate change, and business responses to the COVID-19 pandemic. This title is accompanied by a complete teaching and learning package. Contact your SAGE representative to request a demo. Digital Option / Courseware SAGE Vantage is an intuitive digital platform that delivers this text's content and course materials in a learning experience that offers auto-graded assignments and interactive multimedia tools, all carefully designed to ignite student engagement and drive critical thinking. Built with you and your students in mind, it offers simple course set-up and enables students to better prepare for class. Assignable Video with Assessment Assignable video (available with SAGE Vantage) is tied to learning objectives and curated exclusively for this text to bring concepts to life. Watch a sample "What Would You Do?" video. Assignable Self-Assessments Assignable self-assessments (available with SAGE Vantage) help students evaluate the

ethics of an organization or group that they are a part of. LMS Cartridge: Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more.

The Restaurant Manager's Success Chronicles

Insider Secrets and Techniques Food Service Managers Use Every Day to Make Millions *Atlantic Publishing Company*

Restaurants are one of the most frequently started businesses, yet they have a high failure rate. This title provides real life examples of how successful restaurant operators avoid the pitfalls and thrive. It includes hundreds of tricks, tips and secrets on how to make money with your restaurant.

MKTG 9 Cengage Learning

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the innovative StudyBoard, students collect notes and StudyBits throughout the product, and then can leverage a series of tags and filters to organize and personalize their study time. Both instructors and students can monitor progress through a series of Concept Training reports and traditional Gradebook features, ensuring improved outcomes. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

MKTG 8 *Cengage Learning*

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MARKETING MANAGEMENT *McGraw-Hill/Irwin*

Marketing Management, 9/e, by Peter and Donnelly, is praised in the market for its organization, format, clarity, brevity and flexibility. The goal of this text is to enhance students' knowledge of marketing management and to advance their skills in utilizing this knowledge to develop and maintain successful marketing strategies. The six stage learning approach is the focus of the seven unique sections of the book. Each section has as its objective either knowledge enhancement or skill development, or both. The framework and structure of the book is integrated throughout the sections of the new edition. The basic structure of the text continues to evolve and expand with

numerous updates and revisions throughout.

Coffee For Dummies *John Wiley & Sons*

Get the skinny on your morning joe Do you swear by your morning jolt of caffeine but are hard-pressed to tell a siphon from a slow dripper? No problem: just order a fresh copy of Coffee For Dummies for a smooth blend of fun facts and practical advice to give an extra shot of flavor to your appreciation of the second-most valuable commodity on planet Earth—and filter out all that excess grind in your knowledge. This warm and welcoming serving from passionate coffee guru Major Cohen—a Specialty Coffee Association certified instructor, and now retired highly respected former Starbucks coffee educator and program manager—takes you on a rocket-fueled journey from the origins of the liquid bean's popularity to best ways to prepare and enjoy coffee in your own home. You'll learn how to evaluate the advantages of different coffee styles and makers, and how even the smallest detail—varietal, roast type, texture—can influence how good that cupped lightning tastes on your tongue. Evaluate different roasts or brews Navigate menus for the best deals Learn how to speak “coffee” and order your half-cap-low-fat-no-sugar-add-whip with confidence Save money with the best store apps Meet some of the unknown pioneers of coffee that have made our coffee world of today See how you might think bigger about your coffee spend changing the world The average American spends over \$1000 on their daily brain juice every year: why not hire Coffee For Dummies as your personal barista and get more for your money—and from each invigorating sip.

The New Faces of Organizations in the 21st Century

A Management and Business Reference Book *NAISIT Publishers*

The Strategic Use of Stories in Organizational Communication and Learning *Routledge*

Designed for students and practitioners in the fields of organizational behavior and human resource training and development, this groundbreaking book presents a cutting edge approach to improving organizational communication. Drawing on his extensive experience as an organizational development consultant and group process facilitator, Terrence Gargiulo shows how the use of storytelling is the key to effective communication and learning.

New Product Forecasting

An Applied Approach *M.E. Sharpe*

Concise and jargon free, this is a one-step primer on the tools and techniques of forecasting new product development. Equally useful for students and professionals, the book is generously illustrated, and features numerous current real-world industry cases and examples. Part I covers the basic foundations and processes of new product forecasting, and links forecasting to the broader processes of new product development and sales and operations planning. Part II includes detailed, step-by-step techniques of new product forecasting, from judgmental techniques to regression analysis. Each chapter in this section begins with the most basic techniques, then progresses to more advanced levels. Part III addresses managerial considerations of

new product forecasting, including postlaunch issues such as cannibalization and supercession. The final chapter presents an important set of industry best practices and benchmarks.

I Love Coffee!

Over 100 Easy and Delicious Coffee Drinks *Andrews McMeel Publishing*

* I Love Coffee! features over 100 easy-to-make coffee drinks, including the Black Forest Latte, Sugar-Free Java Chai Latte, Iced Orange Mochaccino, Tiramisú Martini, and Candy Cane Latte. * I Love Coffee! brings the passion for coffee into your home with a creative variety of hot and cold drinks. It is the ultimate how-to handbook for the 111 million coffee drinkers in North America. Now coffee lovers can make delicious cappuccinos, cold coffee quenchers, decadent coffee desserts, and classy coffee martinis year-round using simple techniques with gourmet results in this indispensable coffee guide and cookbook. In I Love Coffee! coffee connoisseur Susan Zimmer shares expert advice and techniques, from how to brew the perfect cup and how to make a basic cappuccino without a machine to a World Barista Latte Art Champion's tips for making masterful latte art designs. It is brimful with a wealth of coffee understanding from the "ground" up, from bean to cup, including international coffees and brewing techniques best suited to a variety of preferences, all topped off with plenty of problem-solving tips and delectable full-color photographs.

Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics *Cengage*

Learning

PRINCIPLES OF RESPONSIBLE MANAGEMENT offers an international, scientifically sound, and strictly practice-related perspective. It is the first official textbook of the United Nations for the Principles for Responsible Management Education (PRME) academic network, and a reference book for companies of the United Nations Global Compact Initiative. It is a primary text for traditional business and society, business ethics, corporate social responsibility, and sustainability courses, or may serve as a practitioner handbook. Contributors are renowned academic professionals in their respective chapter topics as well as distinguished business practitioners who contribute highly relevant practice cases. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Craft Coffee**A Manual** *Agate Publishing*

"Build a better brew by mastering 10 manual methods, from French Press to Chemex, with this comprehensive guide." —Imbibe Magazine Named a top food & drink book of 2017 by Food Network, Wired, Sprudge, and Booklist This comprehensive but accessible handbook is for the average coffee lover who wants to make better coffee at home. Unlike other coffee books, this one focuses exclusively on coffee—not espresso—and explores multiple pour-over, immersion, and cold-brew techniques on 10 different devices. Thanks to a small but growing number of dedicated farmers, importers, roasters, and baristas, coffee quality is at an all-time high. But for nonprofessionals,

achieving café quality at home can seem out of reach. With dozens of equipment options, conflicting information on how to use that equipment, and an industry language that, at times, doesn't seem made for the rest of us, it can be difficult to know where to begin. *Craft Coffee: A Manual*, written by a coffee enthusiast for coffee enthusiasts, provides all the information readers need to discover what they like in a cup of specialty coffee—and how to replicate the perfect cup day after day. From the science of extraction and brewing techniques to choosing equipment and deciphering coffee bags, *Craft Coffee* focuses on the issues—cost, time, taste, and accessibility—that home coffee brewers negotiate and shows that no matter where you are in your coffee journey, you can make a great cup at home. "Engaging and fun . . . I really can't recommend *Craft Coffee: A Manual* enough. If you're even mildly curious about brewing coffee at home, it's absolutely worth a read." —BuzzFeed

From the Ground Up**A Journey to Reimagine the Promise of America** *Random House*

The founder of Starbucks shares his untold personal story—from his childhood in Brooklyn's housing projects to his rise as a business icon—and lays out his vision for how companies can improve their social impact.

The New Rules of Coffee**A Modern Guide for Everyone** *Ten Speed Press*

An illustrated guide to the essential rules for enjoying coffee both at home and in cafes, including tips on storing and serving coffee, coffee growing, roasting

and brewing, plus facts, lore, and popular culture from around the globe. This introduction to all things coffee written by the founders and editors of Sprudge, the premier website for coffee content, features a series of digestible rules accompanied by whimsical illustrations. Divided into three sections (At Home, At the Cafe, and Around the World), *The New Rules of Coffee* covers the basics of brewing and storage, cafe etiquette and tips for enjoying your visit, as well as essential information about coffee production (What is washed coffee?), coffee myths (Darker is not stronger!), and broadcasts from a new international coffee culture.

Coffee Ninja Barista Manual

The Complete Crop to Cup Visual Guide for Specialty Espresso Coffee

The ultimate barista manual for all developing coffee professionals and businesses. Here Steven presents coffee by using some of the latest computer software. Including everything from where coffee comes from to latte art the knowledge within will give you the ammunition to get that job, build your skills and make you the barista you aspire to be. What makes a good coffee? Unfortunately, there are multiple answers to that question. But anyone can learn to be the best barista on the block. Making coffee can look like a complicated process but when it is broken down, it's easy. But like a chain, it only takes one link to break down for the final product to be compromised. This book goes through everything from the bean to the final beverage in a simple and visual way that hasn't been done before. In addition to the content in this book, you will gain access to extra printable charts and guides for you to

keep and implement in your workplace. This includes a breakdown of over 60 espresso beverages, barista assessments and guide sheets. If you're a barista hoping to begin, improve or refine your skills, then this is the book for you. If you're a business hoping to achieve the same for yourself and/or your staff, this is the book for you. Inside is also access to free downloadable charts and guides which can be used however the reader wishes. If you're looking for the tools to stay ahead and be a coffee ninja, this book is for you.

Business Innovation Insights (Collection) FT Press

An up-to-the-minute collection of techniques for jumpstarting innovation in any market, product, service, or process. Hot new ideas for supercharging business innovation in any market, right now: 4 extraordinary books from world-renowned pioneers in all facets of innovation! This 4-book package brings together today's fastest, most powerful, most realistic solutions for jumpstarting innovation -- whatever you sell, whatever industry you're in! You'll discover how to change the playing field, leverage your customers' insights and expertise, uncover huge unmet needs, craft great customer experiences, and make innovation repeatable throughout your organization. In *Predictable Magic*, veteran industrial designer Ravi Sawhney and business strategist Deepa Prahalad introduce a breakthrough approach for systematically creating deep emotional connections between consumers and brands... seamlessly integrating corporate strategy with design... transcending the utilitarian (or even the "beautiful") to build products that powerfully connect, touch, and move people... again and again! Next, in

Do You Matter?, legendary industrial designer Robert Brunner (who laid the groundwork for Apple's brilliant design language) and Stewart Emery help you use design to consistently create products, services, and experiences that matter to customers' lives -- and thereby drive powerful, sustainable improvements in business performance. Through case studies from leaders like Nike, Apple, BMW and IKEA, they introduce design-driven techniques for managing your entire experience chain... defining effective design strategies and languages... managing design... using (and not abusing) research... extending design values into marketing and manufacturing... encouraging design innovations that open entirely new markets! Then, in *Disrupt: Think the Unthinkable to Spark Transformation in Your Business*, frog design's Luke Williams shows how to start generating (and executing on) a steady stream of disruptive strategies and unexpected solutions. Williams combines the fluid creativity of "disruptive thinking" with the analytical rigor that's indispensable to business success. The result: a simple yet complete five-stage process for imagining a powerful market disruption, and transforming it into a reality that catches your entire industry by surprise. Finally, in the highly-anticipated Second Edition of *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation*, Jonathan Cagan and Craig Vogel offer an indispensable roadmap for uncovering new opportunities, identifying what customers really value today, and building products and services that transform markets. This edition contains brand-new chapters on service design and global innovation, new insights and best practices, and new case studies

ranging from Navistar's latest long-haul truck to P&G's reinvention of Herbal Essence. You know how crucial innovation has become... this 4 book package will help you infuse it throughout your entire organization! From world-renowned business innovation experts Deepa Prahalad, Ravi Sawhney, Robert Brunner, Stewart Emery, Russ Hall, Luke Williams, Jonathan Cagan, and Craig M. Vogel

The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary *McGraw Hill Professional*

WAKE UP AND SMELL THE SUCCESS! You already know the Starbucks story. Since 1992, its stock has risen a staggering 5,000 percent! The genius of Starbucks success lies in its ability to create personalized customer experiences, stimulate business growth, generate profits, energize employees, and secure customer loyalty-all at the same time. The Starbucks Experience contains a robust blend of home-brewed ingenuity and people-driven philosophies that have made Starbucks one of the world's "most admired" companies, according to Fortune magazine. With unique access to Starbucks personnel and resources, Joseph Michelli discovered that the success of Starbucks is driven by the people who work there-the "partners"-and the special experience they create for each customer. Michelli reveals how you can follow the Starbucks way to Reach out to entire communities Listen to individual workers and consumers Seize growth opportunities in every market Custom-design a truly satisfying experience that benefits everyone involved Filled with real-life insider stories, eye-opening anecdotes, and solid step-by-step strategies, this fascinating book takes you deep inside

one of the most talked-about companies in the world today. For anyone who wants to learn from the best—and be the best—The Starbucks Experience is a rich, heady brew of unforgettable user-friendly ideas.

How to Drive

Real World Instruction and Advice from Hollywood's Top Driver *Chronicle Books*

Here's the ultimate guide to being the best—and safest—driver possible. And an absolute must for everyone with a learner's permit. Former Top Gear Stig and professional driver Ben Collins shares expert skills culled from a twenty year career as one of the best drivers in the world, famous for racing in the Le Mans series and NASCAR, piloting the Batmobile, and dodging bullets with James Bond. Refined over thousands of hours of elite-level performance in the physics of driving, his philosophy results in greater control and safer, more efficient and fun driving for all skill levels.

Semiotics of Drink and Drinking *A&C Black*

A comparative study of how drinks and drinking, as embodied semiotic and material forms, mediate modern social life.

Onward

How Starbucks Fought for Its Life without Losing Its Soul *Rodale Books*

In this #1 New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback and continued success. In 2008, Howard Schultz decided to return as the CEO of

Starbucks to help restore its financial health and bring the company back to its core values. In *Onward*, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability without sacrificing humanity. Offering you a snapshot of the recession that left no company unscathed, the book shows in riveting detail how one company struggled and recreated itself in the midst of it all. In addition, you'll get an inside look into Schultz's central leadership philosophy: It's not about winning, it's about the right way to win. *Onward* is a compelling, candid narrative documenting the maturing of a brand as well as a businessman. Ultimately, Schultz gives you a sense of hope that, no matter how tough times get, the future can be more successful than the past.

Uncommon Service

How to Win by Putting Customers at the Core of Your Business *Harvard Business Review Press*

Most companies treat service as a low-priority business operation, keeping it out of the spotlight until a customer complains. Then service gets to make a brief appearance – for as long as it takes to calm the customer down and fix whatever foul-up jeopardized the relationship. In *Uncommon Service*, Frances Frei and Anne Morriss show how, in a volatile economy where the old rules of strategic advantage no longer hold true, service must become a competitive weapon, not a damage-control function. That means weaving service tightly into every core decision your company makes. The authors reveal a transformed view of service, presenting

an operating model built on tough choices organizations must make: • How do customers define “excellence” in your offering? Is it convenience? Friendliness? Flexible choices? Price? • How will you get paid for that excellence? Will you charge customers more? Get them to handle more service tasks themselves? • How will you empower your employees to deliver excellence? What will your recruiting, selection, training, and job design practices look like? What about your organizational culture? • How will you get your customers to behave? For example, what do you need to do to get them to treat your employees with respect? Do you need to make it easier for them to use new technology? Practical and engaging, *Uncommon Service* makes a powerful case for a new and systematic approach to service as a means of boosting productivity, profitability, and competitive advantage.

Customer Genius *John Wiley & Sons*

Hello, I am your customer. Do you see the world like I do? It's simple really. Start with me and everything else follows. Together we can do extraordinary things. Are you ready? 10 building blocks, 30 practical tools, 50 inspirational stories. From Amazon to Banyan Tree, Quintessentially to Zipcars, explore 50 of the world's leading customer businesses. The rise of Air Asia, and the collaboration of Boeing; the segmented focus of Club Med, and the customer vision of Disney; the imagination of Camper, and the desire for the Nintendo Wii; the realism of Dove, and the tribal loyalty of Harley Davidson. The 'genius' of a customer-centric business is that it works from the outside in. It attracts, serves and retains the best customers as its route to profitability and growth. Isn't it about

time you started doing business from the outside in?

Starbucked

A Double Tall Tale of Caffeine, Commerce, and Culture *Little, Brown*

STARBUCKED will be the first book to explore the incredible rise of the Starbucks Corporation and the caffeine-crazy culture that fueled its success. Part Fast Food Nation, part Bobos in Paradise, STARBUCKED combines investigative heft with witty cultural observation in telling the story of how the coffeehouse movement changed our everyday lives, from our evolving neighborhoods and workplaces to the ways we shop, socialize, and self-medicate. In STARBUCKED, Taylor Clark provides an objective, meticulously reported look at the volatile issues like gentrification and fair trade that distress activists and coffee zealots alike. Through a cast of characters that includes coffee-wild hippies, business sharks, slackers, Hollywood trendsetters and more, STARBUCKED explores how America transformed into a nation of coffee gourmets in only a few years, how Starbucks manipulates psyches and social habits to snare loyal customers, and why many of the things we think we know about the coffee commodity chain are false.

Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People *McGraw Hill Professional*

Lead Your Business the Starbucks Way
Foreword by Herve Humler, President and COO, The Ritz-Carlton Hotel Company, L.L.C. One of the best-recognized and admired brands in the world, Starbucks singlehandedly

transformed the ordinary delivery of coffee into a cultural phenomenon--a result of the company's exemplary leadership practices. Joseph Michelli, author of the Wall Street Journal, USA Today, and BusinessWeek bestseller *The Starbucks Experience*, explains that the international success of Starbucks begins with a promise: To inspire and nurture the human spirit--one person, one cup, and one neighborhood at a time. Michelli offers a perspective on the leadership principles that drove the iconic coffee company's resurgence from serious setbacks during the economic downturn--one of the few true turnaround stories of this time. And the company continues to grow dramatically, entering new markets and channels with fresh products and technologies. 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 *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. In short, success is all about loving your product, loving your customers, and loving your employees. Sincerely. Without fail. Even in the face of business challenges. Praise for *Leading the Starbucks Way* "Michelli shows us how a small Seattle-based chain of coffee shops became one of the most beloved brands on the planet. So grab a cup of coffee, put your feet up,

and read this book!" Ken Blanchard, coauthor of *The One Minute Manager®* and *Leading at a Higher Level* "Culture is everything! This fast-moving, fascinating book gives you countless practical ideas you can use immediately to create a company climate of inspiration and loyalty." Brian Tracy, author of *Full Engagement* "Michelli identifies the principles by which Howard Schultz and his team passionately perform in a culture that loves, respects, and rewards suppliers, employees, customers, shareholders, and the community." Robert Spector, author of *The Nordstrom Way* "Leading the Starbucks Way provides the key success factors of a lifestyle brand that is globally scaled, locally relevant, and powered by the passion of the Starbucks culture." John Timmerman, PhD, Senior Strategist of Customer Experience and Innovation, Gallup "Organizational consultant Michelli serves up a new helping of the recipe for business success he offered in *The Starbucks Experience*." Kirkus Reviews

Uncommon Grounds

The History of Coffee and How It Transformed Our World *Basic Books*

Uncommon Grounds tells the story of coffee from its discovery on a hill in ancient Abyssinia to the advent of Starbucks. In this updated edition of the classic work, Mark Pendergrast reviews the dramatic changes in coffee culture over the past decade, from the disastrous "Coffee Crisis" that caused global prices to plummet to the rise of the Fair Trade movement and the "third-wave" of quality-obsessed coffee connoisseurs. As the scope of coffee culture continues to expand, *Uncommon Grounds* remains more than ever a

brilliantly entertaining guide to the currents of one of the world's favorite beverages.

The Franchisee Manual

The franchisee manual will tell you about: what franchising is; whether the code applies to you and your business; the advantages, disadvantages and responsibilities of being a franchisee; steps you should take before choosing a franchise; how you should research and verify information given to you about a franchise; steps you should take to understand and evaluate your franchise agreement; what you should do if you have a dispute with your franchisor; answers to frequently asked questions; where you should go for more information.

Pour Your Heart Into It

How Starbucks Built a Company One Cup at a Time *Hachette Books*

In *Pour Your Heart Into It*, former CEO and now chairman emeritus Howard Schultz illustrates the principles that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest to make great coffee part of the American experience. The success of Starbucks Coffee Company is one of the most amazing business stories in decades. What started as a single store on Seattle's waterfront has grown into the largest coffee chain on the planet. Just as remarkable as this incredible growth is the fact that Starbucks has managed to maintain its renowned commitment to product excellence and employee satisfaction. Marketers, managers, and aspiring entrepreneurs will discover how to turn passion into profit in this definitive chronicle of the company that

"has changed everything... from our tastes to our language to the face of Main Street" (Fortune).

The Espresso Bartenders Guide to Espresso Bartending *Hooked*

Anxiety Disorders: The Go-To Guide for Clients and Therapists (Go-To Guides for Mental Health) *W. W. Norton & Company*

Examines the treatments available for anxiety and anxiety-related disorders, discussing therapeutic approaches, lifestyle changes, self-help techniques, nutrition, and medication, and providing an overview of anxiety disorders with case examples and a list of treatment options for each type of anxiety disorder.

The Infinite Emotions of Coffee *Macchiatone Communications*

The *Infinite Emotions of Coffee* provides a contemporary prism of the drink that so much of the world takes for granted every morning. Technopreneur Halevy's travels to more than 30 countries on six continents shed light on how coffee has shaped and is influenced by different cultures through the bean's centuries-spanning journey of serendipity, intrigue, upheavals, revival, romance and passion. With more than three years of field research, over 180 color photographs, and richly illustrated infographics, this book is an immersive experience that brings alive the enduring allure of coffee and the nuanced emotions of both tradition-bound and avant-garde café cultures. Written in an engaging narrative, this travelogue entertains through numerous coffee-related tales from around the world. It celebrates all parts of the inextricably linked global coffee ecosystem, from growers, importers, and

roasters to baristas and consumers. Readers will learn about the rich, mysterious and often amusing history of coffee; discover the latest hotbeds of coffee and the complex issues facing the coffee industry today; and meet the worldwide network of inspiringly spirited and passionately committed professionals whose relentless pursuit of excellence are pushing coffee to unprecedented levels of quality. The histories of communication and coffee's impact on socialization are interconnected. From the combined perspectives of a computer scientist and a coffee culturalist, this book elucidates how coffee conversations have evolved from the age of exploration that characterized the 15th century through the Information Age where the Internet's spheres of influence in the world of coffee continue to expand. --Vint Cerf, Father of the Internet and Chief Internet Evangelist of Google This book is the ultimate celebration of coffee from seed to cup. ¡Bravo! --Alejandro Mendez, 2011 World Barista Champion, El Salvador The scope of this collection of vignettes from around the world is unprecedented in coffee literature. Its greatest strength is its unifying power that brings together all the players in the global coffee community. --Sarah Allen, Editor-in-Chief, Barista Magazine

It's Not About the Coffee

Lessons on Putting People First from a Life at Starbucks *Penguin*

During his many years as a senior executive at Starbucks, Howard Behar helped establish the Starbucks culture, which stresses people over profits. He coached hundreds of leaders at every level and helped the company grow into a world-renowned brand. Now he reveals

the ten principles that guided his leadership-and not one of them is about coffee. Behar shows that if you think of your staff as people (not labor costs) they will achieve amazing results. He discusses the importance of building trust, telling hard truths, thinking independently, and more. And he shares inside stories of key turning points for Starbucks, as it fought to hang on to its culture while growing exponentially.

How Starbucks Saved My Life

A Son of Privilege Learns to Live Like Everyone Else *Penguin*

Now in paperback, the national bestselling riches-to-rags true story of an advertising executive who had it all, then lost it all—and was finally redeemed by his new job, and his twenty-eight-year-old boss, at Starbucks. In his fifties, Michael Gates Gill had it all: a mansion in the suburbs, a wife and loving children, a six-figure salary, and an Ivy League education. But in a few short years, he lost his job, got divorced, and was diagnosed with a brain tumor. With no money or health insurance, he was forced to get a job at Starbucks. Having gone from power lunches to scrubbing toilets, from being served to serving, Michael was a true fish out of water. But fate brings an unexpected teacher into his life who opens his eyes to what living well really looks like. The two seem to have nothing in common: She is a young African American, the daughter of a drug addict; he is used to being the boss but reports to her now. For the first time in his life he experiences being a member of a minority trying hard to survive in a challenging new job. He learns the value of hard work and humility, as well as what it truly means to respect another

person. Behind the scenes at one of America's most intriguing businesses, an inspiring friendship is born, a family begins to heal, and, thanks to his

unlikely mentor, Michael Gill at last experiences a sense of self-worth and happiness he has never known before. Watch a QuickTime trailer for this book.