



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

Joseph Michelli

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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

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