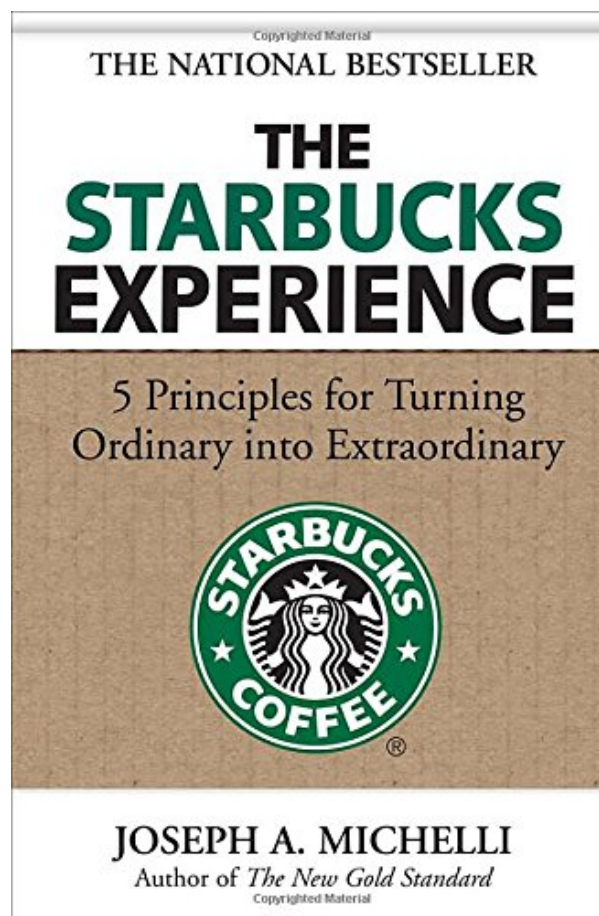


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PRINCIPLES FOR TURNING ORDINARY
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THE STARBUCKS EXPERIENCE

5 Principles for Turning
Ordinary into Extraordinary



JOSEPH A. MICHELLI

Author of *The New Gold Standard*

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From Publishers Weekly

In this paean to "one of the truly exceptional American success stories," Michelli convinces the reader that Starbucks is a great company, but he stumbles when trying to extract "precepts that can enhance your business and your personal life." He explores the various levels on which Starbucks succeeds, from its generous HR policies and lively work environment to its attention to detail and genuine concern for social causes—all of which highlight how singular a company it is. (Michelli throws in the word "unique" as often as twice a sentence.) But when it comes to advice for businesspeople, his "simple, yet not simplistic" tenets are too vague to be very helpful. Michelli notes that he has no personal stake in Starbucks: "I am not here to sell you on the company." But his enthused exclamations—"It is difficult to imagine all the great things that are yet to come for Starbucks"—give *The Starbucks Experience* the ring of an authorized book. Still, the company's practices are undeniably innovative and inspiring, and even if most of them aren't directly relevant, there's surely something in this book that's applicable to most businesses. (Nov.)

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From the Back Cover

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- Principle 2: Everything Matters

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- Principle 4: Embrace Resistance
- Principle 5: Leave Your Mark

About the Author

Joseph A. Michelli, Ph.D., is the founder of Lessons for Success, a training, consulting, and keynote presentation company. He also hosts an award-winning daily radio show on KVOR-AM in Colorado and speaks to various organizations throughout the world. Visit josephmichelli.com

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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.

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- Brand: Michelli, Joseph A.
- Published on: 2006-10-05
- Original language: English
- Number of items: 1
- Dimensions: 8.40" h x .90" w x 5.70" l, .84 pounds
- Binding: Hardcover
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From Publishers Weekly

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