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active customer lifestyles, and an engaging approach to social media and mobile technology), Starbucks continues to forge strong and engaging experiences with existing and new customer segments. Leading the Starbucks Way This book, Leading the Starbucks Way, outlines the foundational principles that have guided Starbucks leaders during sustained periods of meteoric	growth, economic downturn, recovery, and transformation . Like the tactical course defined in the Transformation Agenda, Leading the Starbucks Way looksContents 1 2 3 4 5 6 7 9 10 Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People by Joseph Michelli, 9780071801256, available at Book Depository with free	delivery worldwide. Leading the Starbucks Way: 5 Principles for Connecting ... Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products, and Your People: Parks Ph.D., Tom, Michelli PH D, Joseph A, Michelli PH D ... Leading the Starbucks Way: 5 Principles for Connecting ... 1 of 5 stars 2 of 5 stars 3 of 5 stars 4 of 5 stars 5 of 5 stars Leading the Starbucks
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