LEADING

== the

STARBUCKS

WAY

5 Principles for Connecting With Your Customers, Your Products, and Your People

Joseph A. Michelli



NEW YORK CHICAGO SAN FRANCISCO
ATHENS LONDON MADRID
MEXICO CITY MILAN NEW DELHI
SINGAPORE SYDNEY TORONTO

Contents



	Foreword .	vii
	Acknowledgments	ix
1.	The Starbucks Connection	1
	PRINCIPLE 1 SAVOR AND ELEVATE	
2.	If You Don't Have Passion for Your Product, Why Should Your Customer?	11
3.	From Replicable and Consistent to Magical and Unique	36
	PRINCIPLE 2 LOVE TO BE LOVED	
4.	It's a Matter of Trust and Love	63
5.	It Must Thrive Inside to Be Experienced Outside	85
	PRINCIPLE 3 REACH FOR COMMON GROUND	
6.	Assume the Universal: Serve the Unifying Truths of Humans	111

7.	Respect, Celebrate, and Customize: Listening and Innovating to Meet Local, Regional, and Global Needs	133
	PRINCIPLE 4 MOBILIZE THE CONNECTION	
8.	Growing the Connection Through Technology	158
9.	Personal Relationships Translate: Sharing the Love from People to Products	181
	CHERISH AND CHALLENGE YOUR LEGACY	
10,	Honor the Past, but Don't Be Trapped in It	207
11.	Taking the Long View: Building Success That Lasts	229
12.	Forging a Real Lifestyle Connection	253
	Bibliography	259
	Index	279