



Starbucks Leadership Lessons

Joseph Michelli

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TWO E-BOOKS IN ONE

The Starbucks Experience

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.

Leading the Starbucks Way

In *Leading the Starbucks Way*, Joseph Michelli explains the leadership principles that drove the iconic coffee company's resurgence from serious setbacks after the global recession—one of the few true turnaround stories of this time.

"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***

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