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~~effective leaders gain~~

~~insight, drive change~~

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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

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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
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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

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Starbucks Way is

passionate about
product, employees

(referred to at Starbucks
as partners), customers,

and global
sustainability. Through

tactical strategies

(involving global
expansion, innovation of

new consumer goods

that fit active customer
lifestyles, and an

engaging approach to

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social media and mobile technology), Starbucks continues to forge strong and engaging experiences with existing and new customer segments.

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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
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*Contents 1 2 3 4 5 6 7 9
10*

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Page 27/32

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Tom, Michelli PH D,

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