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Nota di contenuto	Cover; Title; Copyright; Contents; Acknowledgments; Introduction; Chapter 1 Origins and History of Starbucks; Chapter 2 The Founders and Early Management Team; Chapter 3 Strategies and Innovations: The Coffee Culture; Chapter 4 Guiding Principles and Coffee Social Responsibility; Chapter 5 How Starbucks Moved Ahead of the Competition; Chapter 6 Financial Results and Starbucks Leadership; Chapter 7 Controversy and Coffee Competition; Chapter 8 Transition and Future Prospects; Appendix A: Starbucks through the Decades: A Timeline to Success; Appendix B: The Futures of Coffee Appendix C: Glossary of Coffee Terms Appendix D: Starbucks Stars, Cool Coffee Web Sites, and Wonderful Webcasts/Podcasts; Acronyms; Bibliography; Personal Interviews; Index
Sommario/riassunto	Follow the history of Starbucks on its journey from one local retail store in Seattle to a global chain of coffeehouses found in more than 47 countries around the world.