

Pour Your Heart Into It How Starbucks Built A Company One Cup At A Time By Eric Conger Howard Schultz Dori Jones Yang Highbridge A Division Of Recorded Books

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The success of Starbucks is one of the most remarkable business stories in decades. Since 1987, the coffee merchant has grown from a single retail store

on Seattle's waterfront to a company with more than 1,000 stores nationwide and a new one opening somewhere every business day. According to Fortune magazine, Starbucks "has changed everything...from our tastes to our language to the face of Main Street." In Pour Your Heart Into It, Starbucks CEO Howard Schultz shares the passion, values, and inspiration that drive this fascinating company. Placing as much importance on employees as on profits, paying as much attention to creativity as to growth, motivated by enduring principles including "Don't be threatened by people smarter than you", and "Everything matters", Starbucks is living proof that a company can lead with its heart, nurture its soul, and still make money..

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