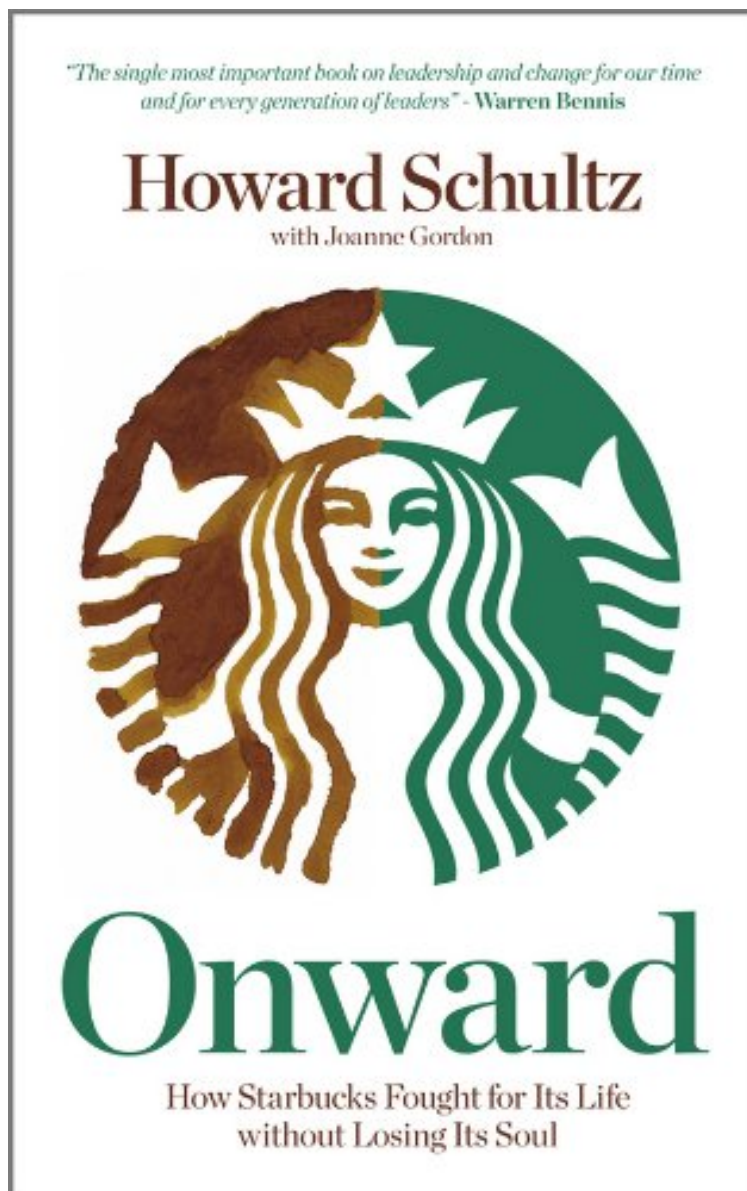


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Onward: How Starbucks Fought For Its Life without Losing Its Soul



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Description :

Prsentation de l'diteurIn this #1 New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback and continued success.In 2008, Howard Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values. In Onward, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability

without sacrificing humanity. Offering you a snapshot of the recession that left no company unscathed, the book shows in riveting detail how one company struggled and recreated itself in the midst of it all. In addition, you'll get an inside look into Schultz's central leadership philosophy: It's not about winning, it's about the right way to win. Onward is a compelling, candid narrative documenting the maturing of a brand as well as a businessman. Ultimately, Schultz gives you a sense of hope that, no matter how tough times get, the future can be more successful than the past. Revue de presse a compelling story gripping stuff. (Management Today, May 2011). the story of how [Howard] stabilised the company and brought it back to its core values. (Bookbag.co.uk, May 2011). a tale of derringdo, traversing the globe and crowded with a cast of exceptional people the book is testament to [Howard s] drive and dedication. (Financial Times, May 2011). The book is useful for anyone interested in leadership, management, and building a consumer brand. (The Market, May 2011). an insight into the challenges faced by anyone keen to build a socially conscious business that is also highly profitable. (Director.co.uk, June 2011). Schultz s story is incredible a book that shows big brands still have passionate beating hearts. (Management Today, September 2013) Prsentation de l'diteur In this #1 New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback and continued success. In 2008, Howard Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values. In Onward, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability without sacrificing humanity. Offering you a snapshot of the recession that left no company unscathed, the book shows in riveting detail how one company struggled and recreated itself in the midst of it all. In addition, you'll get an inside look into Schultz's central leadership philosophy: It's not about winning, it's about the right way to win. Onward is a compelling, candid narrative documenting the maturing of a brand as well as a businessman. Ultimately, Schultz gives you a sense of hope that, no matter how tough times get, the future can be more successful than the past.