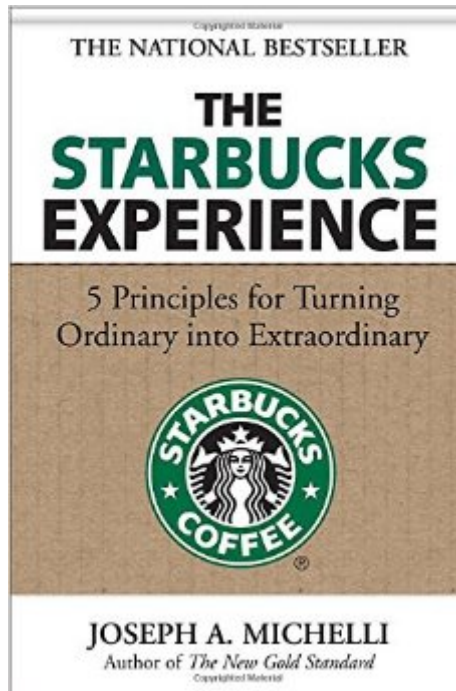


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# The Starbucks Experience: 5 Principles For Turning Ordinary Into Extraordinary



## Synopsis

WAKE UP AND SMELL THE SUCCESS! You already know the Starbucks story. Since 1992, its stock has risen a staggering 5,000 percent! The genius of Starbucks success lies in its ability to create personalized customer experiences, stimulate business growth, generate profits, energize employees, and secure customer loyalty-all at the same time. 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. Michelli reveals how you can follow the Starbucks way to

Reach out to entire communities  
Listen to individual workers and consumers  
Seize growth opportunities in every market  
Custom-design a truly satisfying experience that benefits everyone involved  
Filled with real-life insider stories, eye-opening anecdotes, and solid step-by-step strategies, this fascinating book takes you deep inside one of the most talked-about companies in the world today. For anyone who wants to learn from the best-and be the best-The Starbucks Experience is a rich, heady brew of unforgettable user-friendly ideas.

## Book Information

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## Customer Reviews

Starbucks has many detractors -- people who object to its business model, the way it prepares its beans, or simply its ubiquity. And though they don't seem to have shown up in the reviews here yet, I'm sure there are readers who may object to this book because it offers a relentlessly positive look

at the coffee giant. It's important to understand that "The Starbucks Experience" is not, and is not meant to be, an "exposé" of Big Coffee. People seeking that should look elsewhere. (I probably should mention here that although I live in Seattle, I don't work for Starbucks. I am, however, a fan of theirs.) What "The Starbucks Experience" is, is a very interesting inside look at the approach to business that has made Starbucks not only a commercial, but also a cultural, phenomenon. As William C. Taylor and Polly LaBarre explained in their recent and important book "Mavericks at Work," Starbucks is an exemplar of the values-driven business model that will set apart the next generation of business leaders. Joseph Michelli has taken us deeper inside that business model and pointed out some important ways that all of us, whatever our job or station in life, can adopt and adapt "the Starbucks experience" for our own uses. I call this a "half-caf" business book because unlike many other writers in this genre, Michelli doesn't pound away at "life applications" or "key learnings" (awful phrase). Much of the book, in fact, is pretty straightforward storytelling with some "Ideas to Sip On" at the end of each chapter. It's up to the reader to decide how much of this is relevant and useful, and what the important lessons may be. I think the attentive reader will come away with many worthwhile ideas.

Management consultant Joseph Michelli spent two years of his life trying to figure out what makes Starbucks such a successful operation. Remember, Howard Shultz the founder of Starbucks took essentially an ordinary cup of coffee. Prior to him, it was sold daily in some of the seediest places on the planet (still is). He elevated it into an art form, presented in a European style environment, and sold it repetitively day in and day out for 4 to 7 times what you pay somewhere else for it. It's an AMAZING STORY! It's one of those stories where you say to yourself, this was a NATURAL. Why didn't someone think about doing this? Home Depot, McDonald's, Duncan Donuts, Bed, Bath, & Beyond, all of these operations were naturals, so natural in fact that you would think that someone else would have thought of doing it first. Starbucks is in a class by itself. Had you invested \$10,000 in the Starbucks IPO in 1992, you would be sitting on \$650,000 today. If you had been one of the 100 employees with the company in 1987, and had you stayed with them, you would be looking at 100,000 fellow employees today. Who else has had growth like this? How do you replicate the customer experience every day successfully among 11,000 stores? How do you do it in such a way, that if a customer travels from NYC to Miami, to Detroit, and then on to Chicago, and LA, and into San Diego, you can count on CONSISTENCY in each Starbucks that you would enter? This is such an extraordinarily difficult thing to do, that you will immediately realize how many other great companies including Home Depot along the way, have STUMBLLED, when it came to maintaining

that unique CUSTOMER EXPERIENCE.

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