

The Starbucks Story - John Simmons

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Coffee is a commodity. You can get a cup at any caf  , sandwich bar or restaurant anywhere. So how did Starbucks manage to reinvent coffee as a whole new experience, and create a hugely successful brand in the process? The Starbucks Story tells the brand's story from its origins in a Seattle fish market to its growing global presence today. This is a story that has unfolded quickly - at least in terms of conventional business development. Starbucks is a phenomenon. Unknown 15 years ago, it now ranks among the 100 most valuable brands in the world. It has become the quintessential brand of the modern age, built around the creation of an experience that can be consistently reproduced across the world. Originally published in 2004 as 'My Sister's A Barista: How they made Starbucks a home away from home', this new 2012 edition has been updated to bring the brand up to date. Author: Simmons, John Publisher: Marshall Cavendish Illustration: N Language: ENG Title: The Starbucks Story Pages: 00000 (Encrypted EPUB) On Sale: 2012-08-01 SKU-13/ISBN: 9789814408769 Category: Business & Economics : Sales & Selling - General

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