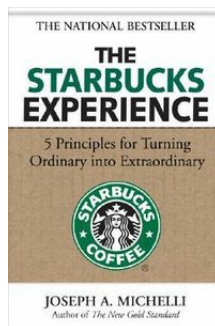


THE STARBUCKS EXPERIENCE: 5 PRINCIPLES FOR TURNING ORDINARY INTO EXTRAORDINARY

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The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary

Author	Joseph A. Michelli
Original Book Format	Hardcover
Number of Pages	193 pages
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Peek Inside the Book

Consumers want the predictable and consistent, with an occasional positive twist or added value thrown in. Psychologists who study happiness (the correct psychological/research term is subjective well-being) often talk about the importance of predictability for safety and security (the caramelized popcorn, if you will), mixed with small increments of variety to offset boredom (the prize). Unfortunately, many companies focus too much...

Reader's Opinions

I didn't even realize I had this on my bookshelves until I was clearing it out. So, along with most of the non-fiction I've read this year, I decided to give this a-go. Honestly, since I am a big coffee drinker especially with Starbucks, the title is what intrigued me the most when I initially bought it and reading it now. I