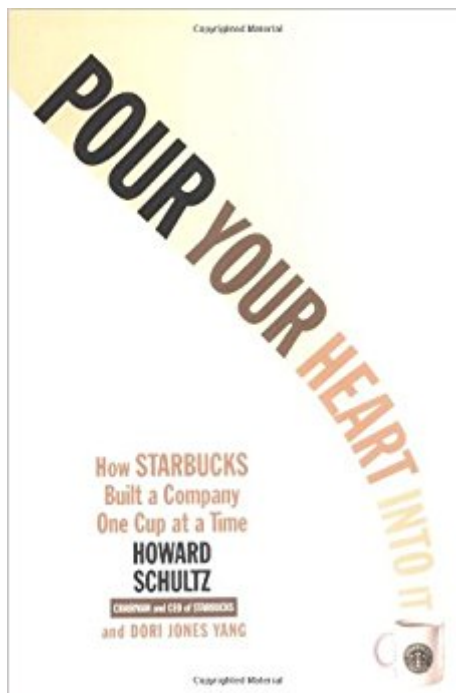




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Pour Your Heart Into It: How Starbucks Built A Company One Cup At A Time



Synopsis

In *Pour Your Heart Into It*, CEO Howard Schultz illustrates the principles that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest to make great coffee part of the American experience. The success of Starbucks Coffee Company is one of the most amazing business stories in decades. What started as a single store on Seattle's waterfront has grown into a company with over sixteen hundred stores worldwide and a new one opening every single business day. Just as remarkable as this incredible growth is the fact that Starbucks has managed to maintain its renowned commitment to product excellence and employee satisfaction. Marketers, managers, and aspiring entrepreneurs will discover how to turn passion into profit in this definitive chronicle of the company that "has changed everything... from our tastes to our language to the face of Main Street" (Fortune).

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Customer Reviews

Since 1987, Starbucks's star has been on the rise, growing from 11 Seattle, WA-based stores to more than 1,000 worldwide. Its goals grew, too, from the more modest, albeit fundamental one of offering high-quality coffee beans roasted to perfection to, more recently, opening a new store somewhere every day. An exemplary success story, Starbucks is identified with innovative marketing strategies, employee-ownership programs, and a product that's become a subculture. Whether you're an entrepreneur, a manager, a marketer, or a curious Starbucks loyalist, *Pour Your Heart into It* will let you in on the revolutionary Starbucks venture. CEO Howard Schultz recounts the

company's rise in 24 chapters, each of which illustrates such core values as "Winning at the expense of employees is not victory at all." --This text refers to the Audible Audio Edition edition.

Schultz, chairman and CEO of Starbucks, and writer-researcher Yang trace the growth and development of Starbucks from a single store in Seattle, which in 1973 sold only dark-roasted coffee beans, to the international business it has become today. Schultz does not conceal his passion for good coffee or for his company. His initial goals were to introduce Americans to really fine coffee, provide people with a "third place" to gather, and treat his employees with dignity. The extent to which he succeeded and the obstacles encountered along the way are the subjects he tackles here. This is not, in the strictest sense, a how-to book despite its considerable detail but more a motivational title. Recommended for large public libraries. ?Joseph C. Toschik, Half Moon Bay P.L., Cal. Copyright 1997 Reed Business Information, Inc. --This text refers to the Audible Audio Edition edition.

So at Castle Rock, we are in the process of creating a vision statement, or perhaps creating some stronger branding within the community. Of course, there are hundreds of books from the religious community on this topic, but instead of reading the same stuff repackaged, I always look to read for other sources to create more creativity within myself. A leader needs a wide variety of material to think outside of the box, and when you think about Starbucks, whatever you think of the coffee, but you cannot say that the company has not branded itself well. It is highly known in this culture. So I wanted to read about this man that accomplished a lot. Howard Schultz grew up poor, and has done a great job leading the company. Even when he stepped away, the company started to fail, but he came back, and the company took off again. The book is really fun to read, and is insightful on the journey of growing the company. It is a great story, but there is also a lot of practical advice. You have to root your organization in values and principles because if you have to think through every choice, you are killing valuable time. I liked the chapters on growing large, and feeling small. I liked the people focused dynamics. A lot of the topics translate into the church world well. If you are looking for a light read, this is a good book, and will make you think about your church culture too.

I loved reading this book. The author wrote it with what I consider a simple yet effective storytelling rhythm that captivates and inspires the reader. Mr. Schultz talks about his childhood as a poor kid from Brooklyn, and how the example of this dad, who couldn't find inspiration in his life, threw him to be entrepreneurial and never to give up. The author writes all the way from the beginning, how he

knew Starbucks while working at a big company, and how he left his comfortable lifestyle and salary to pursue his dream: a project he could call his own. Some of the messages this book gives are clear and direct. Some of the ones I remember are:- People connect with Starbucks because of what it stands for, not what it is.- With pride in their work, Starbucks employees are less likely to leave.- Starbucks's stores are oases in the middle of urban chaos where one can have some minutes of relaxation with a cup of coffee.- What people call niche markets may appeal to more people than you can imagine.- Make a point to underpromise and overdeliver.- Word of mouth is more powerful than advertising.- When companies fail, it's mostly because they don't invest in people.- Entrepreneurial ventures are ruined by short-term thinking.- Once you figure out what you want to do, find someone who has done it before. Many more quotes can be written, because the book's pages are filled with lessons for everyone thinking about starting their own business, or improving their existing one.

Let's see, I'd say the real life true stories of this man are mind blowing. Some people only dream of opening a store a day, WOW... If he can do that, surely we can do amazing things in our businesses. Being a solicitor of private financing to flip houses, it's very cool to see how this man raised money to sell coffee, unimaginable in that time period. I especially like the relation where in the 1980's, cold coffee was poured down the sink. Then fast forward to today, cold coffee is sold at premium prices at every restaurant. Thnx for all the insight, business and life tips.. oh, and wonderful quotes starting each chapter....

This is one of the best books I read in a long time. It is basically a how to book for running a business. He talks about having a vision and giving more than you promise. Think long term, but make sure you are giving your customers a product, service and an experience that will be positively received near and long term. As you grow make sure you bring in people who have already gone through this growth so you can benefit from their experience. Don't cheapen your product or service or you will lose out longer term for short term gains. The stuff talked about in this book isn't brand new, but not many businesses follow this advice.

For years I was not a big coffee drinker. Somehow I survived college without giving into the caffeinated demon of the dark roast. However, a year after graduate school, I found myself working for a university that had me help manage the on campus coffee shop. Quickly I learned the science and art that is espresso making. Over time I was transformed from a delicate Frappuccino drinker to

a serious espresso connoisseur (also known as a coffee snob). Soon I began to critique the subtle nuance of every coffee shop I visited. Most were very consistent with being inconsistent. Depending on the barista, your latte could be delicious or terribly bitter. Only one place could give me a reliable tasty latte with great service. This is how I became very impressed with Starbucks. Eventually I learned a lot more about Starbucks as a company. I heard about its lightning fast rise to the top, the way it hires and trains its baristas, and its community involvement. The man who transformed Starbucks from a coffee wholesaler in Seattle to the name brand mega-company was none other than Howard Schultz, Starbucks Chairman and CEO. *Pour Your Heart into It* chronicles the history of Starbucks and how it grew into a national brand synonymous with great coffee. From the Schultz's account, you see that the success of Starbucks occurred not by well-developed strategic business planning or incredibly good luck. Starbucks rose to the top because everyone at Starbucks - from the part-time barista to the CEO - believed in the company. Each employee is passionate about working for Starbucks and Starbucks was passionate about each employee. This book is a very interesting and personal account about the rise of Starbucks. I definitely recommend this to anyone interested in running an organization with passion and authenticity.

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