



Starbucks, la fórmula del éxito: 5 Principios probados para crear sinergia con tus cliente, tus productos y tu personal (Spanish Edition)

Joseph A. Michelli

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¡Sé un líder empresarial!

Conoce los principios de liderazgo que llevaron a Starbucks a convertirse en una de las marcas más exitosas de la actualidad.

Starbucks, la fórmula del éxito, ofrece una perspectiva sobre los principios de liderazgo que impulsaron el resurgimiento de la icónica compañía durante la crisis económica. Michelli establece cinco principios de acción que alimentan la sostenibilidad global a largo plazo de Starbucks y que pueden utilizarse en cualquier empresa, de cualquier sector –Saborea y eleva, Ama ser amado, Busca puntos en común, Moviliza la conexión, Aprecia y desafía tu legado.

Starbucks, la fórmula del éxito es una mirada penetrante en el funcionamiento interno de una de las marcas más exitosas de hoy. La compañía dio a Michelli acceso directo con una variedad de socios (empleados) para escribir este libro, desde baristas hasta líderes de alto nivel, entre ellos Howard Schultz, presidente, director general y consejero delegado.

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