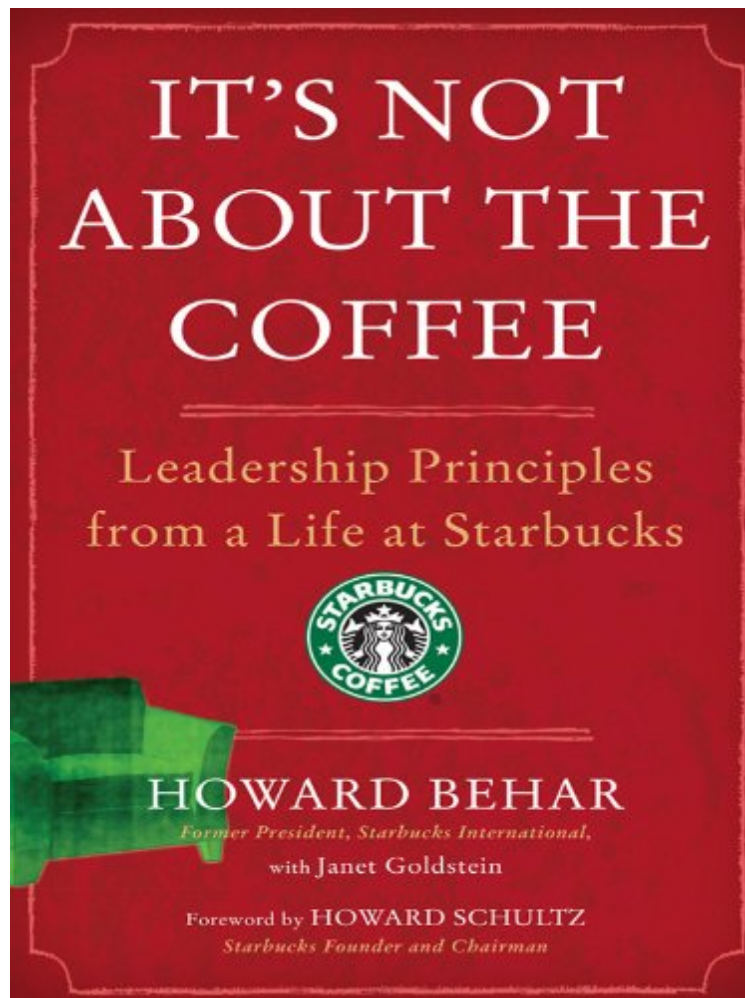


It's Not About the Coffee: Lessons on Putting People First from a Life at Starbucks

Howard Behar, Janet Goldstein

**Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#133616 in eBooks 2007-12-27 2007-12-27File Name: B0010SGRDA | File size: 77.Mb

Howard Behar, Janet Goldstein : It's Not About the Coffee: Lessons on Putting People First from a Life at Starbucks before purchasing it in order to gage whether or not it would be worth my time, and all praised It's Not About the Coffee: Lessons on Putting People First from a Life at Starbucks:

2 of 2 people found the following review helpful. Behar has written an excellent book about the power of servant leadership and putting ...By smilieprofBehar has written an excellent book about the power of servant leadership and putting employees/clients/customers first. I bought this book due to my peaked interest surrounding servant leadership and found that Behar wrote and spoke to my heart. Excellent text for those entering entry level management and want to learn how to practice effective leadership. I plan on buying this book for my staff!1 of 1 people found the following review helpful. Great book, if you are the type to focus on the well-being of your employeesBy GammaRayI purchased this book because I wanted to get an idea into the minds of head honchos. To see what makes successes and

failures they've encountered during their journey. I was really surprised by how closely the way Starbucks ran their business was how I thought a company should function. I truly believe that for a company to succeed, you need to understand your employees and what motivates them to do their best. Many businesses focus on the bottom line and could care less about their worker bees. Here, they believe that not caring about your employees causes low morale and eventually death of a business. I won't go into details of the book, but I would highly recommend giving this a read, whether you agree with their practices or not, one can truly learn something. 0 of 0 people found the following review helpful. Excellent book! By Jennifer Burcham I am going to work for Starbucks after 15 years with a company that USED to be like Starbucks and then flipped for profits/numbers/youth over the actual contributions people were making. I am so excited to be a part of a company like this. Great leadership and philosophy that permeates the culture and company on BOTH sides of the counter.

During his many years as a senior executive at Starbucks, Howard Behar helped establish the Starbucks culture, which stresses people over profits. He coached hundreds of leaders at every level and helped the company grow into a world-renowned brand. Now he reveals the ten principles that guided his leadership—and not one of them is about coffee. Behar shows that if you think of your staff as people (not labor costs) they will achieve amazing results. He discusses the importance of building trust, telling hard truths, thinking independently, and more. And he shares inside stories of key turning points for Starbucks, as it fought to hang on to its culture while growing exponentially.

From Publishers Weekly After a working life spent building Starbucks from a chain of 28 stores to an international coffee business through positions such as executive vice president of sales, founding president of Starbucks International and president of Starbucks North America, Howard Behar tells of the strategies he used to establish the business into the success it is today. Behar shares the soft skills that helped to construct the company from a regional outlet to a corporation with international reach. While the book occasionally brings in examples from other companies, sharing anecdotes from Starbucks itself is Behar's strong suit. The most interesting sections involve stories behind products readers may know from their own visits to the coffee retailer. Thoughts behind the bottled Frappuccino product's launch or the way you like it approach to beverage making are revealed. While revolutionary ideas are outnumbered by more standard good business practices, the voice of experience and in-house examples from a popular company make for a decent read for those wanting to develop or refresh basic business leadership skills. (Dec. 27) A QA with Bob Delaney (Oct. 29) identified the coauthor of *Covert* as Bill Walton. The book's coauthor is Dave Scheiber; Walton wrote the foreword. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Howard Behar, the keeper of Starbucks's soul for many years, has given us a book about how to succeed anywhere—not just in business. His ten principles should be required reading for every government official and college president." —Former U.S. Senator Bill Bradley "Howard Behar has written the most down-to-earth, in-the-trenches, straightforward, and utterly useful leadership book I've ever read." —James A. Autry, author of *The Book of Hard Choices* and *The Servant Leader* "Not About the Coffee offers the true ingredients for enduring results: a set of proven principles we can all aspire to work and live by." —Bob Fisher, former chairman, Gap Inc. "The tips inside are intelligent, heartfelt, tested and honed in reality. Bravo." —David Allen, author of *Getting Things Done* "The story of Starbucks is itself an astonishing read. But what's even better is getting a true insider's view of how it all happened. This book is a must-have for any leader who aspires to build an enduringly great company." —Keith Yamashita, chairman, Stone Yamashita Partners "Not About the Coffee is a testament to Behar's profound grasp of the link between relationships—let's call it human connectivity—and success. Read it!" —Susan Scott, author of *Fierce Conversations* "Howard's ten basic principles illustrate how genuine, purposeful, and caring attention to your people can drive extraordinary results." —Craig E. Weatherup, former president, PepsiCo, and chairman and CEO, Pepsi-Cola "When Howard speaks of words like 'mission,' 'pride,' and 'service,' he is laying out the tenets for running a business and building one of the greatest brands in the world. This book is a step-by-step guide for people searching for daily inspiration and those meant to deliver it." —Kevin Plank, CEO, Under Armour "Not About the Coffee has the potential to be life changing for executives who want to inspire genuine greatness in their teams and bring more meaning to their own lives." —Chip Adams, partner, Rosewood Capital About the Author HOWARD BEHAR is the former president of Starbucks Coffee Company North America and Starbucks Coffee International. He joined Starbucks in 1989 as vice president of sales and operations and oversaw the retail business growth from 28 stores to more than 400 stores in six years.