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Summary *How*

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- Howard Schultz

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Starbucks closed
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Howard Schultz,
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reviews. In
2008, Howard
Schultz, the
president and
chairman of
Starbucks, made
the
unprecedented
decision to
return as the
CEO eight years
after he stepped
down from daily
oversight of the

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company and
became chairman.

*Onward: How
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In this New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback and continued success. In 2008, Howard

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Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values.

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Authors: Howard
Schultz, Joanne
Gordon:

Publisher:
Potter/Ten Speed
/Harmony/Rodale,
2012: ISBN:
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NEW YORK &

SEATTLE, March

28, 2011 -

Rodale Inc. and

Starbucks

(NASDAQ: SBUX)

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Starbucks announce the publication of ONWARD: How Starbucks Fought for Its Life without Losing Its Soul (Rodale Inc.; March 29, 2011), by Howard Schultz, ceo of Starbucks. It's the inspiring story of one company's

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Starbucks
struggle from
crisis to
comeback,
featuring themes
of hope,
conscience,
innovation,
courage, and
responsibility.

*ONWARD: How
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Onward – How
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For Its Life

Without Losing
Its Soul. Onward
is a book for
people who
struggle to see
the value of
culture and
engagement to
their business.

Everyone has

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Starbucks, many
recognise the
problems they
had by devoting
too much focus
to expansion at
all costs - but
few take the
trouble to read
about the
turnaround.

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from La
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department of
communication
and sociological
research, and is
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Review / The

Power Moves

– Howard

Schultz, *Onward:*

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Losing Its Soul.

1 likes. Like “I

could not allow

us, or myself,

to drift into a

sea of

mediocrity after

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so many years of
hard work” —
Howard Schultz,
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without Losing
Its Soul Howard
Schultz

Describes how
the CEO of
Starbucks gained
new insights
into leadership
upon resuming
his position
eight years
after stepping
down, a comeback

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Starbucks accepted to
restore the
company's
performance and
sustainability
values.

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Times. Howard
Schultz's second
self-flattering
memoir about
running
Starbucks Corp.,
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Its Soul," will
be ...

'Onward: How
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Its Soul... "In
2000, Starbuck's
founder and CEO
Schultz (Pour
Your Heart into

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It) stepped
down from daily
oversight of the
company and
assumed the role
of chairman.

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...

In *Onward: How
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Starbucks Life

without Losing

Its Soul,

Howard Schultz

and Joanne

Gordon tell the

story of how

Schultz turned

Starbucks around

in 2008. Working

forward to the

present, they

relate the ups

and downs

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Starbucks with
reviving a
company in
trouble. The
book is
revealing on a
number of
levels.

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Howard Schultz,
Chairman,
President and
CEO of Starbucks
talks about his
latest book
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... Losing Its Soul*

Chapter 17:

Whirlwind

Starbucks.

Howard talks
about critics he
received,
especially from
Wall Street, for
his decisions.

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He says that Starbucks is not a coffee company serving people, but a people's company serving coffee, and human behavior is paramount because it's much harder to change than a recipe or a marketing

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