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- Savor and Elevate
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- Reach for Common Ground
- Mobilize the Connection
- Cherish and Challenge Your Legacy

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Leading the Starbucks Way exemplifies a corporate culture that is passionate about product, employees (referred to at Starbucks as partners), customers, and global sustainability. Through tactical strategies (involving global expansion, innovation of new consumer goods that fit active customer lifestyles, and an engaging approach to social media and mobile technology), Starbucks continues to forge strong and engaging experiences with existing and new customer segments.

*Leading the Starbucks Way*

This book, *Leading the Starbucks Way*, outlines the foundational principles that have guided Starbucks leaders during sustained periods of meteoric growth, economic downturn, recovery, and transformation. Like the tactical course defined in the Transformation Agenda, *Leading the Starbucks Way* looks

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