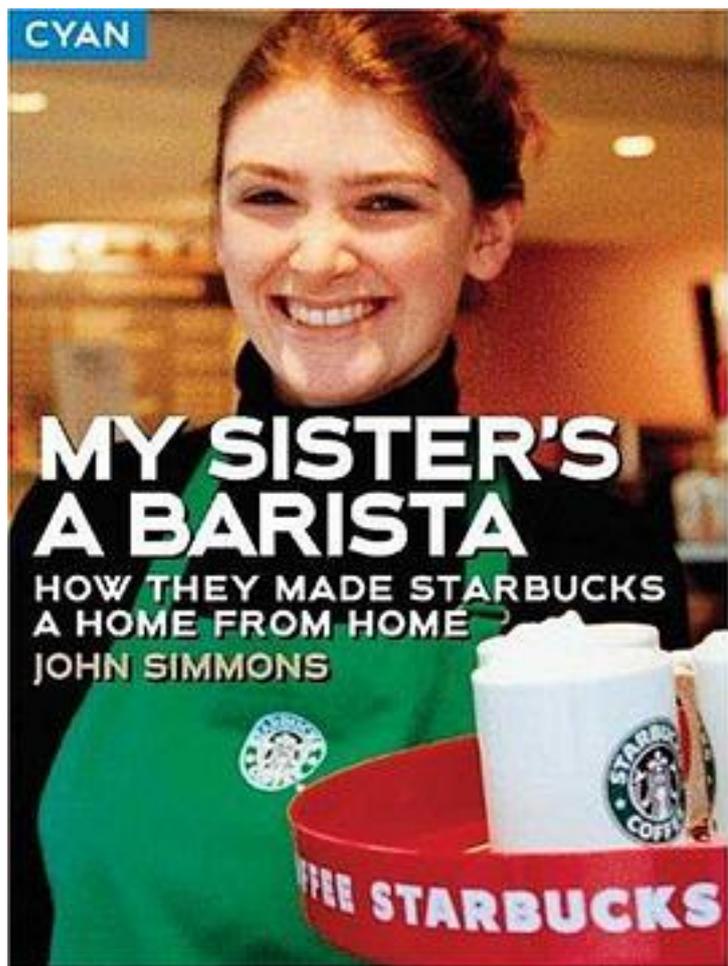


My Sister's a Barista



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著者:John Simmons

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Insight into Starbucks's rise to worldwide recognition is given in this tale of marketing success. From three college friends' dreams of coffee beans to the cafés that

are open on nearly every street corner, Starbucks has grown immensely with three new shops opening every day across the world. Full of interesting facts about the coffee giant, the book includes a rare interview with CEO Howard Schultz.

Each title in this series features an in-depth, biographical look at one of today's top brands, such as Guinness, Adidas, and Starbucks. The brands included have all established themselves not only as financial successes but also as cultural icons. The storytelling style and eye-catching design of the books make learning about these innovative brands stimulating and enjoyable.

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评论

管理学2500字什么的最呵呵了。Sheffield的图书馆真是万能。

Another boring history of Starbuck! A lot of real history is not being publish in the book!
Sucks

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