



El desafío Starbucks: Cómo Starbucks luchó por su vida sin perder su alma (Spanish Edition)

Howard Schultz

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En 2007 Starbucks por primera vez en su historia era vulnerable. En los últimos años había seguido una política empresarial focalizada en el crecimiento y había abandonado sus valores fundacionales #la conexión con los partners y con los clientes, la alta calidad de sus productos, la experiencia Starbucks en definitiva#, además se vio amenazada por una serie de transformaciones externas #hundimiento del mercado inmobiliario, desempleo, cambios en los hábitos de consumo, recesión mundial#, que unidas a la revolución digital ponían en peligro su futuro inmediato. Se hacía necesario un cambio de rumbo. Por esta razón el entonces presidente de Starbucks, Howard Schultz, reasumió en 2008 el cargo de consejero delegado. Había llegado el momento de superar el que sin duda iba a ser el gran desafío de la empresa: luchar por su vida sin perder su alma. Gracias a un estilo lleno de reminiscencias personales y a un ritmo trepidante que atrapa al lector desde las primeras páginas, El desafío Starbucks propone una lección magistral que se puede aplicar a todos los ámbitos de la vida: la clave del éxito está en preservar los valores esenciales, con fidelidad y pasión, y atreverse a seguir adelante, a ser valientes a la hora de tomar decisiones. Una obra que revela el modus operandi de uno de los hombres de negocios más influyentes del mundo empresarial.

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