

It's Not About the Coffee: Leadership Principles from a Life at Starbucks

By Howard Behar

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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.

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Editorial Review

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 have it 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 Q&A with Bob Delaney (Oct. 29) identified the coauthor of *Covert* as Bill Walton. The book's coauthor is Dave Scheiber; Walton wrote the foreword.

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Review

"A book about how to succeed anywhere-not just in business."

-Former U.S. Senator Bill Bradley

"The most down-to-earth, in-the-trenches, straightforward, and utterly useful leadership book I've ever read."

-James A. Autry, author of *The Servant Leader*

"The tips inside are intelligent, heartfelt, tested and honed in reality. Bravo."

-David Allen, author of *Getting Things Done*

About the Author

Howard Behar joined Starbucks as a senior executive in 1989, when it had just twenty-eight stores. His positions have included executive vice president of sales and operations, president of Starbucks International, and president of Starbucks North America. He has also served on the company's board of directors since 1996.

Janet Goldstein is a publishing consultant who has worked with entrepreneurs, business leaders, and nonprofits.

Users Review

From reader reviews:

Jack Baldwin:

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Bill Dildy:

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Angela Bauer:

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