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When Starbucks launched a discussion-based website to solicit ideas and input, patrons submitted more than 150,000 ideas. Starbucks owes its success to more than a good cup of coffee. Its secret is a real, human connection between employees and customers.

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Lead Your Business the Starbucks Way Foreword by Herve Humler, President and COO, The Ritz-Carlton Hotel Company, L.L.C. One of the best-recognized and admired brands in the world, Starbucks singlehandedly transformed the ordinary delivery of coffee into a cultural phenomenon--a result of the company's exemplary leadership practices.

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## **Leading The Starbucks Way - McGraw-Hill Education Canada**

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In addition, Starbucks's™ convenient store locations add to the coffee chain's™ appeal as customers can seemingly find a Starbucks on almost every corner. In 2017, the company operated 13,930 stores in the U.S.

and 13,409 stores internationally, making it the largest coffee chain in the world.

**Starbucks SWOT Analysis (6 Key Strengths in 2018) - SM Insight**

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