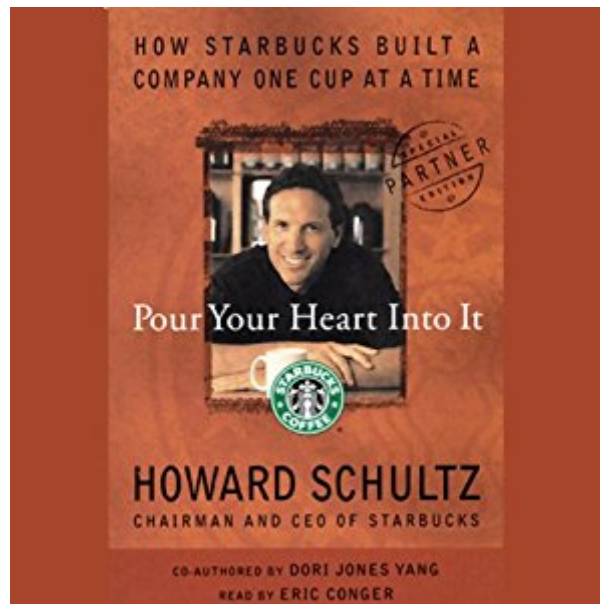


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# Pour Your Heart Into It: How Starbucks Built A Company One Cup At A Time



## Synopsis

The success of Starbucks Coffee Company is one of the most remarkable business stories in decades. Since 1987, it has grown from a single retail store on Seattle's waterfront to a company with more than 1,000 stores nationwide and a new one opening somewhere every business day. According to Fortune magazine, Starbucks "has changed everything . . . from our tastes to our language to the face of Main Street." In *Pour Your Heart Into It*, Starbucks CEO Howard Schultz shares the passion, values, and inspiration that drive this fascinating company. Placing as much importance on employees as on profits, paying as much attention to creativity as to growth, motivated by enduring principles including "Don't be threatened by people smarter than you," and "Everything matters," Starbucks is living proof that a company can lead with its heart, nurture its soul, and still make money. --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

This is one of the best business biographies I have ever read. It is truly inspiring. One simple, and telling, output from reading this book on a plane was that as soon as we landed I headed to the local airport Starbucks for a latte. I rarely even drink coffee! So powerful are the imagery and the passion for coffee in his story that you can almost smell the roasted dark beans, feel them running through your fingers, hear the sounds of the espresso machine and taste the coffee itself! Why is this imagery so important? Because behind the corporate image of a relentless pac-man like machine churning out new locations at a rate slightly above the national birth rate it seems, is a simple vision of passion for coffee combined with Italian neighborhoods and a warm and friendly place where the

world's best coffee and social friendship intermix. That is what Starbucks was all about. The book itself is a remarkable insight into this journey. It was even more special for me, as I grew up with Starbucks - literally. When Howard talks about the vision he had to treat even his part-time employees with full benefits and ownership in the company through stock, I know it was more than just a nice-sounding corporate mantra, it really worked. Friends I went to high school with in Bellevue in the mid to late 1980's worked at the first stores, and raved about this little coffee company and couldn't imagine working anywhere else. So, from firsthand experience I can tell you that what he says about the passion and vision coming to life in Seattle is all true. While company history is quite interesting, and the book itself just hums and glides without ever getting mundane, the real gems are in the emotional reality Howard displays. He talks about being overwhelmed to tears, about the rejection he faced while trying to get funding for his fledgling company, about the naysayers and others who nearly took it all away, and the struggle with having a hand in everything and slowly letting go. You know that you are reading about a real person, someone who came from a poor neighborhood in Brooklyn with working-class roots, not an image generated by a large corporation's PR spin doctors. The value of people, so often lost in corporate bureaucracy, is evident here. Starbucks grew because it struck an emotional chord with people. He knew that in order for the company to be successful he needed people who shared the values. This is often spoken of, and rarely practiced in the corporate world where systems, forecasts, processes and other such tools become the focal point, and the simple fact that all results come through people is lost. He speaks throughout the book of people who helped him, coached him, mentored him, challenged him, and made the company what it was. One quote in particular summarizes his views: "If people relate to the company they work for, if they form an emotional tie to it and buy into its dreams, they will pour their heart into making it better." (Page 6) This theme comes through in every decision. Overall, this is a wonderful book, and is truly inspiring. I would work for him tomorrow, if it really still is the way it's portrayed here. I encourage you to read this book and see your neighborhood Starbucks in a new light.

Starbucks- the very name conjures up images of a brand not of coffee, but of passion, love, sincerity and superb customer service; that the coffee too is great (though expensive) is an added plus.. But here is a brand in the most common of products and having arrived to the top of the minds in less than a decade- how did it all happen? *Pour Your Heart Into It* is a fascinating saga of the Starbucks journey, written by the man -Howard Shultz- who made it happen! This is one of the best business biographies I have ever read for its storytelling of a person's passion to his idea and then

betting his life and much much more onto it.. While going through the book, I came across some very inspiring and meaningful quotes, either mentioned in the beginning of the chapter or as part of the narrative, here are some of them which have stayed with me even today months after I finished reading the book Highly recommended book for anybody who wants to live- and maybe die- by his or her BIG IDEA! Amazes me how in prime Mid Town Manhattan ;how a mere coffee store can have probably 8 shops in a 6 blocks radius - around 42nd and Madison but Starbucks is not coffee any more; I do not say now" Lets have coffee", we just say"Lets have a Starbucks"!POUR YOUR HEART HEART INTO IT:1. A HUNDRED TIMES EVERY DAY I REMIND MYSELF THAT MY INNER AND OUTER LIVES DEPENDED ON LABORS OF OTHER MEN,LIVING OR DEAD AND THAT I MUST EXERT MYSELF IN ORDER TO GIVE IN THE SAME MEASURE THAT I RECIEVED.....2.IF IT CAPTURES YOUR IMAGINATION..IT WILL PROBABLY CAPTIVATE OTHERS TOO.3.SOME MEN SEE THINGS AS THEY ARE AND SAY..WHY. I DREAM THINGS THAT NEVER WERE AND ASK..WHY NOT!4.IF YOU SAY NEVER HAD A CHANCE,,PERHAPS YOU NEVER TOOK A CHANCE.5.VISION IS WHAT THEY CALL IT WHEN YOU CAN SEE WHAT OTHERS CAN NOT SEE6.WHENEVER YOU SEE A SUCCESSFUL BUSINESS...SOMEBODY SOMEDAY MUST HAVE MADE A COURAGEOUS DECISION...7.WE JUDGE OURSELVES BY WHAT WE FEEL CAPABLE OF DOING.. WHILE OTHERS JUDGE US BY WHAT WE HAVE ALREADY DONE...8.SOMETIMES..SINCERITY SELLS BETTER THAN BUSINESS PLANS9.THE ULTIMATE MEASURE OF A MAN IS NOT WHERE HE STANDS IN MOMENTS OF COMFORT AND CONVINIENCE ,BUT WHERE HE STAND AT TIMES OF CHALLENGE AND ADVERSITY...10.EVERYTHING MATTERS11.WHEN YOU SEE THE OPPORTUNITY OF A LIFETIME..MOVE QUICKLY12.A 100 STOREY BUILDING NEEDS A FIRM FOUNDATION13.DO NOT BE THREATENED Y MEN SMARTER THAN YOU14.THE BEST EXECUTIVE IS ONE WHO HAS GOOD SENSE TO PICK UP GOOD MEN TO DO WHAT HE WANTS DONE AND SELF RESTRAINT TO KEEP FROM MEDDLING WITH THEM WHILE THEY DO TI.15.THE ONLY SACRED COW IN AN ORGANISATION SHOULD BE IT"S BASIC PHILOSPHY OF DOING BUSINESS..16.TO STAY AHEAD,ALWAYS HAVE THE NEXT IDEA WAITING IN THE WINGS..17.THE BEST WAY TO BUILD A BRAND IS ONE PERSON AT A TIME.18.THE FUNDAMENTAL TASK IS TO ACHIEVE SMALLNESS WITHIN A LARGE ORGANISATION..19.VALUES SHOULD NOT WHITHER AS SALES GROW.

I was pleasantly surprised as that number of insights I picked up in Howard Schultz' tale. He and Dori Jones Yang really appeared to have connected in the writing of this book. There's an effortless

flow in the telling that gives you a 'fly on the wall' insider's feel without getting bogged down in coffee arcania or management dribble. Schultz walks you through some of the thought processes and actions that led to important advancements in Starbucks' success with their customers. And, he's not afraid to point out when he's been dead wrong. He's strong enough to admit being dead set against the Frappuccino & totally missing the boat on what ended up being a blowout product for the company. One comment - it's hard for me to reconcile Schultz' recent fixation on the Internet, going so far as ruminating about buying Williams-Sonoma for its online potential, with the clear-headed thoughts expressed in this book. [Yes, let's see...I'll have a latte and this leather couch, thanks.] Throughout the book, Schultz shows a complete understanding of a company's need to please Wall Street via growing profits, and also is quite clear of having to evaluate each decision by asking "Will it strengthen or dilute the brand?"

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