



## El desafío Starbucks: Como Starbucks luchó por su vida sin perder su alma (Onward: How Starbucks Fought for Its Life Without Losing Its Soul) (Spanish Edition)

By Howard Schultz



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In 2007 Starbucks stood on shaky ground. The previous years had been dominated by an expansionist business policy which steered the company away from its founding tenets, high quality products and a close connection to its partners and customers; in other words, the Starbucks experience. Outside forces, the housing market crash, unemployment, and recession and the digital revolution were also factoring into its vulnerability. A change of direction was needed. Fast. In 2008, Howard Schultz, the president and chairman of Starbucks, made the unprecedented decision to return as the CEO eight years after he stepped down from daily oversight of the company and became chairman. Schultz was determined to help it return to its core values and restore not only its financial health, but also its soul.

Spanish Description: 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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