



## No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento)

*Howard Behar*



**Descargar**



**Leer En Linea**

### No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) Howard Behar

At Starbucks, the coffee has to be excellent, from the sourcing and growing to the roasting and brewing. The vision has to be inspiring and meaningful. Our finances have to be in order. But without people, we have nothing. With people, we have something even bigger than coffee. During his many years as a senior executive at Starbucks, Howard Behar helped establish the Starbucks culture, which stresses the importance of 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 starts with the idea that if you regard employees and customers as human beings, everything else will take care of itself. If you think of your staff as people (not labor costs) they will achieve results beyond what is thought possible. And if you think of your customers as people you serve (not sources of revenue) you'll make a deep connection with them, and they'll come back over and over.



[Download No Es Por el Cafe: Los Principios de Starbucks Que Aseg...pdf](#)



[Read Online No Es Por el Cafe: Los Principios de Starbucks Que As...pdf](#)

# **No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento)**

*Howard Behar*

## **No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento)**

Howard Behar

At Starbucks, the coffee has to be excellent, from the sourcing and growing to the roasting and brewing. The vision has to be inspiring and meaningful. Our finances have to be in order. But without people, we have nothing. With people, we have something even bigger than coffee. During his many years as a senior executive at Starbucks, Howard Behar helped establish the Starbucks culture, which stresses the importance of 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 starts with the idea that if you regard employees and customers as human beings, everything else will take care of itself. If you think of your staff as people (not labor costs) they will achieve results beyond what is thought possible. And if you think of your customers as people you serve (not sources of revenue) you'll make a deep connection with them, and they'll come back over and over.

**Descargar y leer en línea No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) Howard Behar**

---

189 pages

Download and Read Online No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) Howard Behar #B75N64OSGJY

Leer No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) by Howard Behar para ebook en líneaNo Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) by Howard Behar Descarga gratuita de PDF, libros de audio, libros para leer, buenos libros para leer, libros baratos, libros buenos, libros en línea, libros en línea, reseñas de libros epub, leer libros en línea, libros para leer en línea, biblioteca en línea, greatbooks para leer, PDF Mejores libros para leer, libros superiores para leer libros No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) by Howard Behar para leer en línea.Online No Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) by Howard Behar ebook PDF descargarNo Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) by Howard Behar DocNo Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) by Howard Behar MobipocketNo Es Por el Cafe: Los Principios de Starbucks Que Aseguran el Exito (Gestion del Conocimiento) by Howard Behar EPub

**B75N64OSGJYB75N64OSGJYB75N64OSGJY**