



Onward

How Starbucks Fought for Its Life Without Losing Its Soul

星巴克创始人

董事会主席 霍华德·舒尔茨 亲笔自传

曾经迷失，却从未远离信仰；
可被战胜，但仍能卷土重来

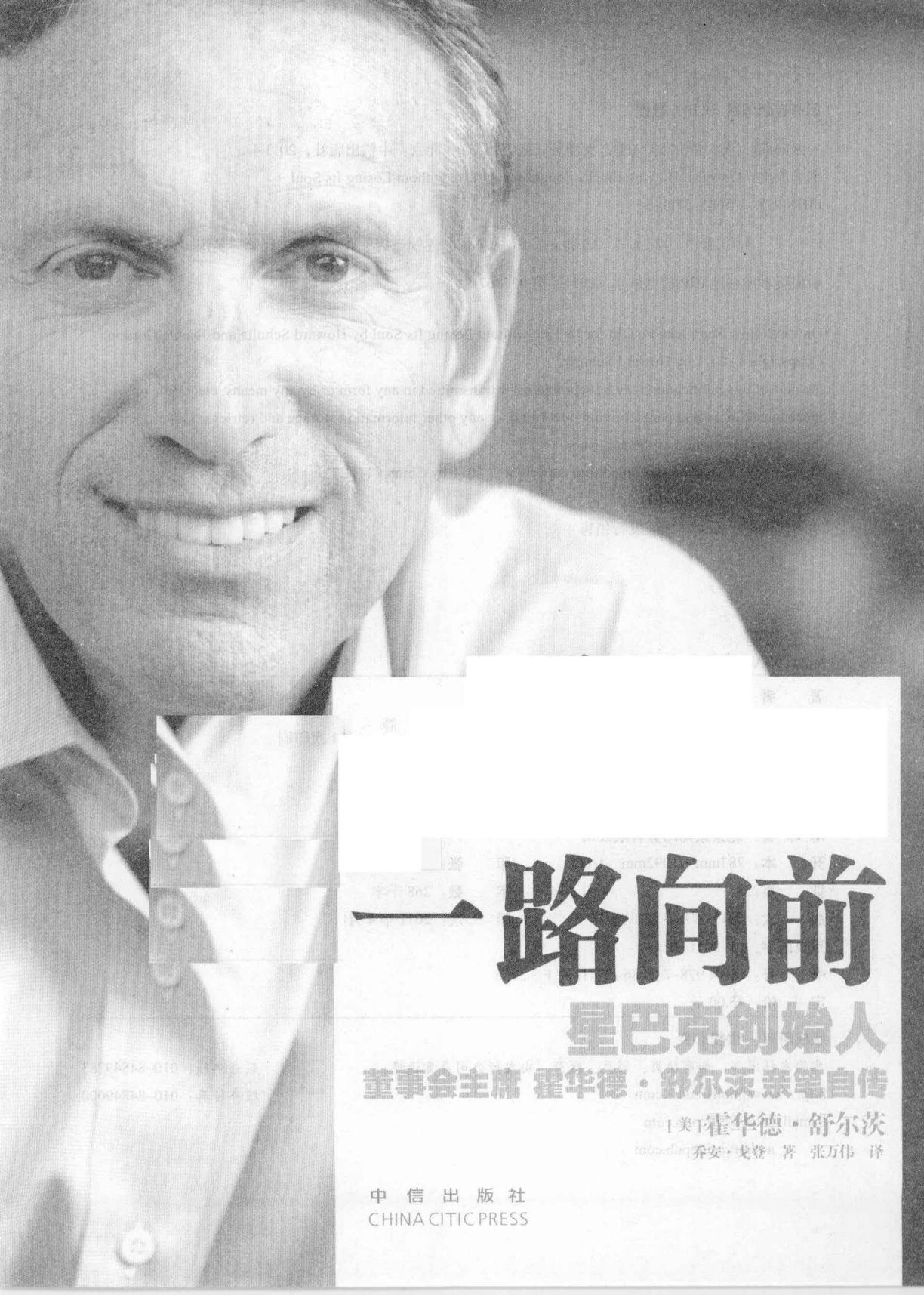
[美] 霍华德·舒尔茨

乔安·戈登 著 张万伟 译

一路向前



中信出版社 · CHINACITICPRESS



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一路向前

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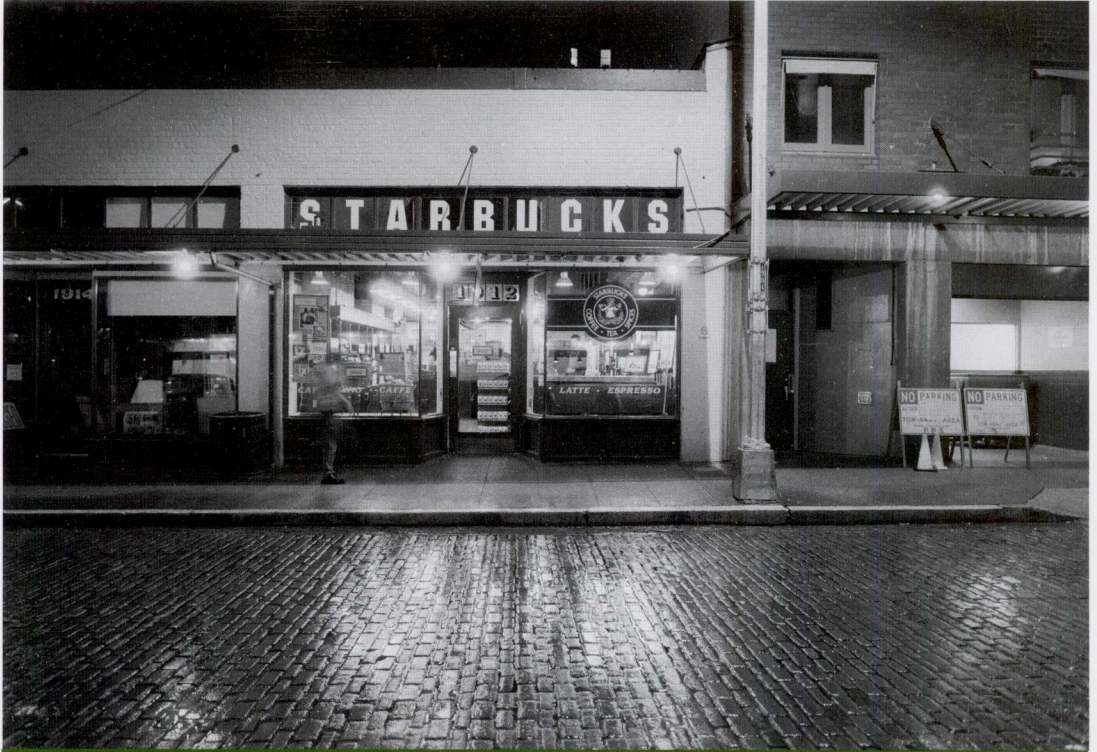
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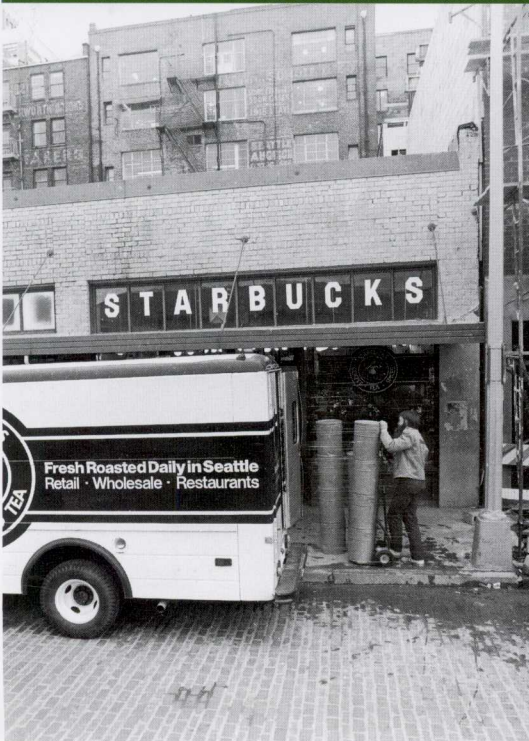
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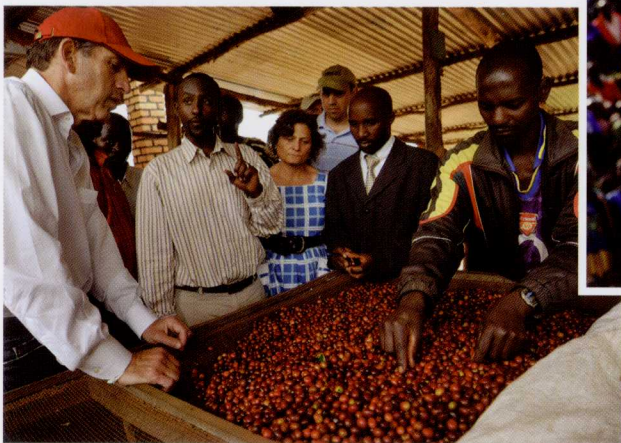
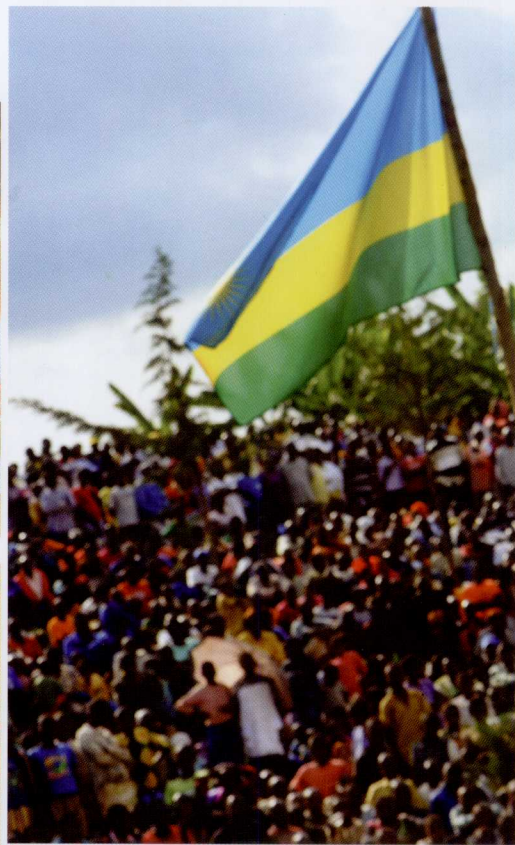
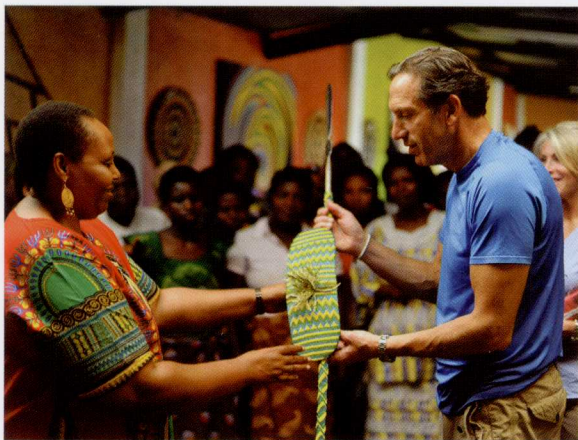
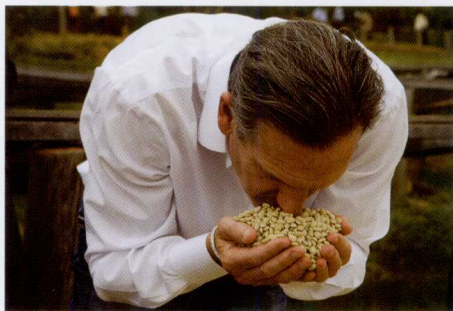
一切始于这里，1971年。



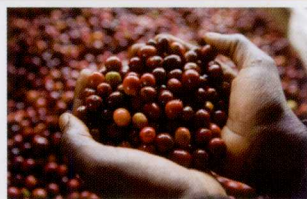
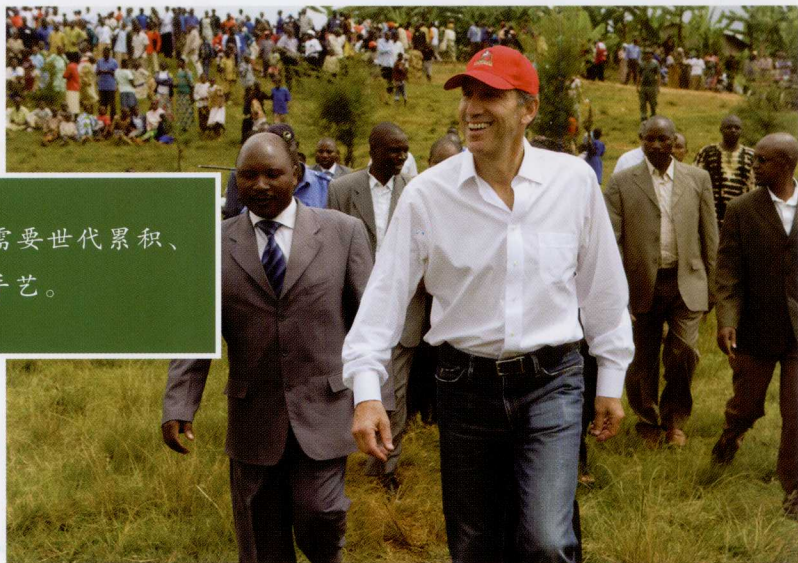
位于西雅图派克市场的第一家
星巴克门店

卢旺达

星巴克从2004年开始从卢旺达采购咖啡。2008年6月，我第三次访问卢旺达，访问那里的咖啡农和合作社。在那里，卢旺达的美丽风光和当地人民的坚韧不拔让我深受感动。人们努力工作，摆脱1994年的种族大屠杀悲剧的阴影。这也是人类历史上最鼓舞人心的民族复兴行动之一。



种植咖啡是一门需要世代累积、代代相传的独特手艺。



证据就在杯中

2008年2月26日，星巴克作出了一个非比寻常的决定——同时关闭美国的7100家直营门店，为咖啡师们提供3小时浓缩咖啡培训，以确保我们的顾客能得到一杯完美的咖啡。

We're taking time to perfect
our art of espresso.

Great espresso requires practice.
That's why we're dedicating ourselves
to honing our craft.

We will be closed Tuesday, February 26 from
5:30 p.m. to 9:00 p.m.

We're always striving for perfection and look forward
to serving you a truly exceptional espresso beverage
when we reopen at 5:30AM on Wednesday

Steve Dixon
Star Manager



星巴克的意义从来不止于咖啡，
但是没有咖啡，我们就失去了存
在的基础。



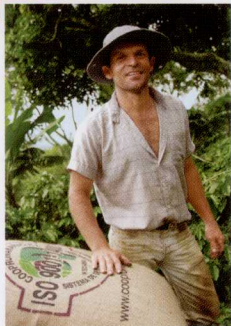
回归传统

创造持久的关系和建立亲密的个人关系，是我们的品牌本质所在。



道德采购

每年星巴克从近 30 个国家的数万名咖啡农手中采购咖啡。他们中的大多数人都只是只有两三英亩地的小种植园主。星巴克对全球咖啡产业的贡献，不仅包括我们每年采购近 4 亿磅咖啡豆，更在于我们以高度的道德标准采购咖啡，尊重环境，并改善那些咖啡农和咖啡种植区的生活质量。





以尊重和尊严的方式对待咖啡农是我们经营方式的核心。



星巴克体验

通过建筑特色、环保元素、结合当地特色的地区风味以及舒适的“第三空间”，星巴克以平衡而可持续发展的方式为每周来到门店的54个国家的近6000万名顾客提供咖啡体验。



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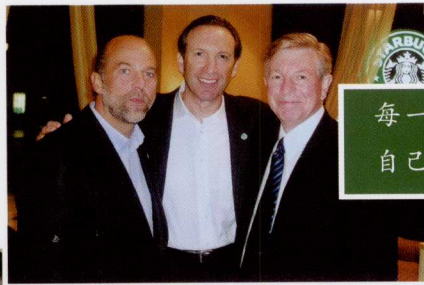


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每一家星巴克的门店都有自己的特色

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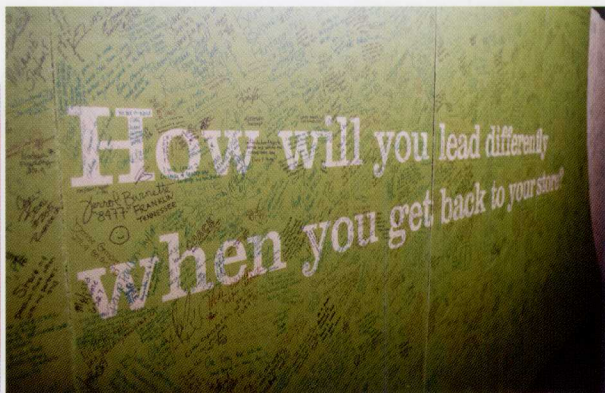


1. 西雅图大学城店，第一家被重新设计改造的门店
2. 苏格兰爱丁堡
3. 西雅图15大街咖啡与茶，我们的第一家概念店
4. 西雅图罗伊街咖啡与茶，拥有现场音乐、电影表演和本地食品的实验店
5. 西雅图派克大街1号店，第一家获得LEED金牌认证的门店
6. 顾客排队等待中国福州第一家门店开业
7. 中国福州三坊七巷门店
8. 中国上海城隍庙店
9. 中国上海滨江店
10. 匈牙利布达佩斯门店盛大开业
11. 普拉西多·阿朗戈、霍华德·舒尔茨和奥林·史密斯在巴黎第一家门店的开业仪式上
12. 巴黎的第一家星巴克门店

亲身投入

在美国经济危机最深重的时候，星巴克2008年领导团队会议在新奥尔良召开。近一万名伙伴参加了这一为期四天的会议，并为这座仍未摆脱卡特里娜飓风影响的城市贡献了数千小时的社区服务时间。同时，伙伴们直接从公司的领导团队那里得知了公司即将发生的变革，以及每一个伙伴为公司的未来所肩负的责任。





如果新奥尔良的会议成功举办，也必须成功，每一个伙伴的责任感、热情和表现都能获得提升。



霍华德·舒尔茨和大会嘉宾——U2乐队主唱和社会活动家波诺宣布星巴克与（红色）组织的合作

重新构建公司的未来

在设计变革议程的早期，公司伙伴们组成大大小小的团队来重新讨论公司的价值观和业务重点。两项重要的成果从中诞生：重新阐述我们的指导原则的星巴克新的使命宣言，以及描绘我们目标的变革议程。



重新定义一个品牌意味着什么？



STARBUCKS
The Fourth Place:
The ultimate public good

STARBUCKS is the one safe, welcoming place open to all—at all hours. For dates, meetings, community organizing, time, rites of passage, ~~and~~ eBay transactions—Starbucks ~~enriches~~ enriches your public life. Starbucks is a place for you to move through your day—through all the phases of your life.

Community
THE EXPERIENCE
- "I don't know why, but this place anymore. The exact comforting place I can be."
- "It's where we hang."
- "It's my office. I get into in between, and come enjoyable."
- "It's the place I stop."
- A college kid

Coffee
THE EXPERIENCE
- "I don't know why, but this place anymore. The exact comforting place I can be."
- "It's where we hang."
- "It's my office. I get into in between, and come enjoyable."
- "It's the place I stop."
- A college kid

WE WANT TO THRIVE NOT JUST SURVIVE





OUR STARBUCKS MISSION

To inspire and nurture the human spirit —
one person, one cup, and one neighborhood at a time.

Here are the principles of how we live that every day:

Our Coffee

It has always been, and will always be, about quality. We're passionate about ethically sourcing the finest coffee beans, roasting them with great care, and preserving the flavor of each cup that grows from them.

Our Partners

We're called partners, because it's not just a job, it's our passion. Together, we embrace diversity to create a place where each of us can do our best. We always treat each other with respect and dignity.

Our Customers

When we are truly engaged, we connect with, laugh with, and uplift the lives of our customers — even if just for a few moments.

Our Stores

When our customers feel the spirit of Starbucks, our stores become a haven, a break from the stresses of the day. We strive to create a space of the — a place where you can meet with friends, enjoy a moment of relaxation, and the community.

Our Neighborhood

Every Starbucks is a part of its neighborhood. We care deeply about all of them, our work to never done.

Our Shareholders

We believe that Starbucks is a place where you can meet with friends, enjoy a moment of relaxation, and the community. We strive to create a space of the — a place where you can meet with friends, enjoy a moment of relaxation, and the community.

Our Shareholders

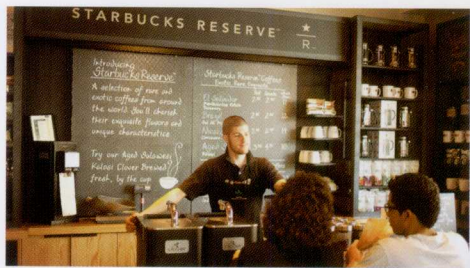
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Our Shareholders

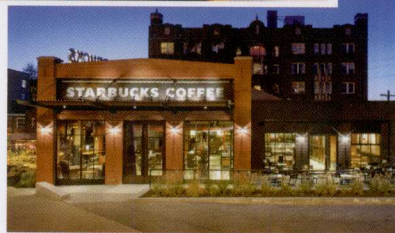
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创新

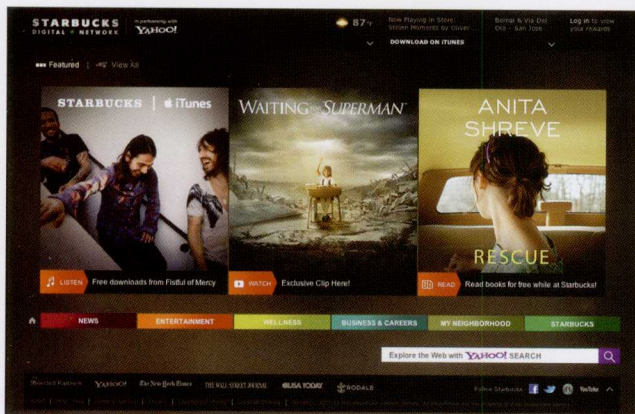
从我重新担任首席执行官以来，我希望唤醒我们的企业家精神，重新激起伙伴们主动改变现状，并信任自己和伙伴，创造出真正伟大的产品的热情。所有创新的成果——出乎意料的饮料、新的门店设计、引人入胜的门店数字体验，都将重燃我们与顾客之间的情感联系。



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PIKE PLACE
— SPECIAL RESERVE —



BOLD



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