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GPS23K - BECKER SWEENEY

Everything but the Coffee casts a fresh eye on the world's most famous coffee company, looking beyond baristas, movie cameos, and Paul McCartney CDs to understand what Starbucks can tell us about America. Bryant Simon visited hundreds of Starbucks around the world to ask, Why did Starbucks take hold so quickly with consumers? What did it seem to provide over and above a decent cup of coffee? Why at the moment of Starbucks' profit-generating peak did the company lose its way, leaving observers baffled about how it might regain its customers and its cultural significance? Everything but the Coffee probes the company's psychological, emotional, political, and sociological power to discover how Starbucks' explosive success and rapid deflation exemplify American culture at this historical moment. Most importantly, it shows that Starbucks speaks to a deeply felt American need for predictability and class standing, community and authenticity, revealing that Starbucks' appeal lies not in the product it sells but

in the easily consumed identity it offers.

Vill du komma igång med träningen, bli mer effektiv, lansera en ny produkt, bygga upp ett framgångsrikt företag eller förändra världen? Allt börjar med att förstå vanans makt. Nästan hälften av allt vi gör går på ren vana. Vanor påverkar individens val, grupperns beteende och hela samhällens inriktning. Charles Duhigg har djupdykt i den senaste forskningen om hur vanor formas och hur de lagras i hjärnan. Med hjälp av många fascinerande exempel förklarar han varför kunskap om hur vanor fungerar hjälper dig att skapa bestående förändringar i både ditt och andras beteende.

Takes you to the edge of scientific discoveries that explain why habits exist and how they can be changed. This book brings to life a whole new understanding of human nature and its potential for transformation. It shows, by harnessing this science, we can transform our businesses, our communities, and our lives.

Seit kurzem versuchen Hirnforscher, Verhaltenspsychologen und

Soziologen gemeinsam neue Antworten auf eine uralte Frage zu finden: Warum tun wir eigentlich, was wir tun? Was genau prägt unsere Gewohnheiten? Anhand zahlreicher Beispiele aus der Forschung wie dem Alltag erzählt Charles Duhigg von der Macht der Routine und kommt dem Mechanismus, aber auch den dunklen Seiten der Gewohnheit auf die Spur. Er erklärt, warum einige Menschen es schaffen, über Nacht mit dem Rauchen aufzuhören (und andere nicht), weshalb das Geheimnis sportlicher Höchstleistung in antrainierten Automatismen liegt und wie sich die Anonymen Alkoholiker die Macht der Gewohnheit zunutze machen. Nicht zuletzt schildert er, wie Konzerne Millionen ausgeben, um unsere Angewohnheiten für ihre Zwecke zu manipulieren. Am Ende wird eines klar: Die Macht von Gewohnheiten prägt unser Leben weit mehr, als wir es ahnen.

According to *The Waiter*, 80 percent of customers are nice people just looking for something to eat. The remaining 20 percent, however, are socially maladjusted psychopaths. Eye-opening, outrageous, and unabashed—replete with tales of customer stupidity, arrogant misbehavior, and unseen tidbits of human grace in the most unlikely places—*Waiter Rant* presents the server's unique point of view, revealing surefire secrets to getting good service, proper tipping etiquette, and ways to ensure that your waiter won't spit on your food.

Hay pocos libros que se convierten en manuales esenciales de vida. Este es uno de ellos. *Financial Times* En *El poder de los hábitos*, el premiado periodista Charles Duhigg nos lleva al límite de los descubrimientos científicos que explican por qué existen los hábitos, cómo nos condicionan y cómo cambiarlos. Duhigg ofrece

una gran cantidad de información en una fascinante narrativa que nos lleva a las salas de reuniones de Procter & Gamble, a las gradas de la NFL, y hasta al movimiento por los derechos civiles, y presenta una manera completamente nueva de entender la naturaleza humana y su potencial. En esencia, *El poder de los hábitos* contiene un mensaje estimulante: la clave para hacer ejercicio con regularidad, perder peso, ser más productivo y conseguir el éxito consiste en entender el modo en que funcionan los hábitos. Como demuestra Duhigg, si somos capaces de sacar partido a este nuevo método, conseguiremos transformar nuestra vida laboral, social y personal.

In *Five Key Principles of Corporate Performance Management*, Bob Paladino shares his decades of experience to provide proven, real-world implementation insights from globally recognized and award-winning organizations. You'll discover what today's Fortune 100 companies are doing right, and how to implement their enterprise techniques and strategies within your own organization to maximize success.

A Sunday Times Book of the Year All royalties from sales of this book go to The Big Issue If you could write a letter to your younger self, what would it say? Over 10 years ago, *The Big Issue* began to ask some of the best-known, most interesting and most successful figures in entertainment, politics, food, sport and business to give advice, offer hope and share a few jokes with their younger selves. They opened up, in ways they never had, to interviewer Jane Graham, reflecting on their lives and themselves with affection, sympathy and sometimes disbelief. This collection of 100 of the most incredible letters includes Paul McCartney on how he found inspiration, Olivia Colman on overcoming confi-

dence problems, Mo Farah on the importance of losing, Arianna Huffington on knowing your motivations, Jamie Oliver on trusting your instinct and many, many more, including Rod Stewart, Margaret Atwood, Buzz Aldrin, David Cameron, Eddie Izzard, Desmond Tutu, Neil Gaiman, Ruby Wax, Ranulph Fiennes, Tracey Emin, Ian McEwan, Michael Palin, Melanie C, Tim Peake, Dionne Warwick and Ewan McGregor. Letter to My Younger Self is a revelatory and profound exploration into the wit and wisdom that age brings, and of the unique insights that looking back can reveal. Proceeds from the sales of this book go to The Big Issue to continue their work dismantling poverty and promoting social justice. "A truly wonderful book ... a gateway to intelligent, learned and genuinely inspiring stories, moments and people ... We would highly recommend it ... It's a fab cause and put together seamlessly." Magic Radio - October Book Club Pick 'The answers make for great reading.' Sunday Mirror 'This collection is full of insightful stories that will make you think about how you live your own life, and how you want to live it in the future.' Woman's Weekly

Are you looking to take the next step in your career? Can you manage yourself with ease, but need more confidence when managing others? Achieving excellence as a manager requires a broad skillset, and *The Essential Manager's Handbook* provides easy-to-follow and engaging advice on the 6 key areas. Nurture your confidence with managing people, leadership, achieving high performance, effective communication, presenting, and negotiating. With key quotes, bright visuals, and breakdowns by subject, this book is accessible and easy-to-use. Interactive tips and checklists will encourage you to note down your thoughts, examining past

and present workplace experiences that you can learn from. Expert insights from management professionals and step-by-step instructions will help you understand how to deal with challenges and gain valuable management skills for life. This accessible and clear guide is packed with practical, no-nonsense information covering everything you need to know about acquiring and developing management skills. Pick up *The Essential Manager's Handbook* for quick reference when you're in need of guidance or work through each section at your own pace to become the best manager you can be.

This report presents the findings of a collaborative Learning Project between CARE USA and Oxfam America, who compared RBA projects with non-RBA projects and identified best practices; and lessons that could be used to improve the application of rights-based approaches in programming.

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. Concerned that Starbucks had lost its way, Schultz was determined to help it return to its core values and restore not only its financial health, but also its soul. In *Onward*, he shares the remarkable story of his return and the company's ongoing transformation under his leadership, revealing how, during one of the most tumultuous economic times in history, Starbucks again achieved profitability and sustainability without sacrificing humanity. Offering readers a snapshot of a moment in history that left no company unscathed, the book zooms in to show, in riveting detail, how one company struggled and recreated itself in the midst of it all. The fast paced narrative is driv-

en by day-to-day tension as conflicts arise and lets readers into Schultz's psyche as he comes to terms with his limitations and evolving leadership style. Onward is a compelling, candid narrative documenting the maturing of a brand as well as a businessman. Onward represents Schultz's central leadership philosophy: It's not just about winning, but the right way to win. Ultimately, he gives readers what he strives to deliver every day- a sense of hope that, no matter how tough times get, the future can be just as or more successful than the past, whatever one defines success to be. "Through the lens of his personal leadership journey, with all of its dizzying ups and agonizing downs, Howard Schultz has written, with aching honesty and passion, the single most important book on leadership and change for our time and for every generation of leaders. This book is not just recommended reading, it's required." Warren Bennis, Distinguished Professor of Business, University of Southern California, and author of the recently published *Still Surprised: A Memoir of a Life in Leadership* "[This] sequel to the founding of Starbucks is grittier, more gripping, and dramatic, and [Schultz's] voice is winning and authentic. This is a must-read for anyone interested in leadership, management, or the quest to connect a brand with the consumer." Publishers Weekly

Technological innovations, evolving demographics in the school-age population, and students' omnipresent access to music and music making all suggest that contemporary teaching and learning occurs in environments that are much more complex than those of the nineteenth century that served as music education's primary model. This book surveys emerging music and education landscapes to present a sampling of the promising practices of

music teacher education that may serve as new models for the twenty-first century.

Robert Dunbar lived in Pennsylvania about 1800 when his oldest children were born. He was married to Magdalena Bretz and she was the mother of several of his ten known children. The names of his other spouses are unknown. Information on many of his descendants who gradually moved west is given in these volumes. Descendants now live in Washington, Missouri, Colorado, Kansas, and elsewhere.

Discover the secrets of world-class leadership! When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings. Now, for the first time, the leadership secrets behind the company's extraordinary success are revealed. The *New Gold Standard* takes you on an exclusive tour behind the scenes of The Ritz-Carlton Hotel Company. Granted unprecedented access to the company's executives, staff, and its award-winning Leadership Center training facilities, bestselling author Joseph Michelli explored every level of leadership within the organization. He emerged with the key principles leaders at any company can use to provide a customer experience unlike any other, such as: Understanding the ever-evolving needs of customers Empowering employees by treating them with the utmost respect Anticipating customers' unexpressed needs and concerns Developing and conducting an unsurpassed training regimen Sharing engaging stories from the company's employees--from the corporate office

and hotels around the globe--Michelli describes the innovative methods the company uses to create peerless guest experiences and explains how it constantly hones and improves them. The New Gold Standard weaves practical how-to advice, proven leadership tools, and the wisdom of experts to help you create and embed superior customer-service principles, processes, and practices in your own organization.

In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the service profit chain. Why are a select few service firms better at what they do -- year in and year out -- than their competitors? For most senior managers, the profusion of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAA, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inns, Ritz-Carlton Hotel, and the Merry Maids subsidiary of ServiceMaster employ a quantifiable set of relationships that directly links profit and growth to not only customer loyalty and satisfaction, but to employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty; (2) employee loyalty and customer loyalty; and (3) employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing; that is, satisfied customers contribute to employee satisfaction and vice versa. Here, finally, is the foundation for a powerful strategic service vision, a model on which any manager can build more focused operations and marketing capabili-

ties. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage existing customers to further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other stores on all measures. At American Express Travel Services, offices that ticket quickly and accurately are more profitable than those which don't. With hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "customer's eye view" of goods and services. They describe how companies in any service industry can (1) measure service profit chain relationships across operating units; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4) develop a recognitions and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven success and high-yielding results from these high-achieving companies will make The Service Profit Chain required reading for senior, division, and business unit managers in all service companies, as well as for students of service management.

Ten Steps to Complex Learning presents a path from an educatio-

nal problem to a solution in a way that students, practitioners, and researchers can understand and easily use. Students in the field of instructional design can use this book to broaden their knowledge of the design of training programs for complex learning. Practitioners can use this book as a reference guide to support their design of courses, curricula, or environments for complex learning. Now fully revised to incorporate the most current research in the field, this third edition of *Ten Steps to Complex Learning* includes many references to recent research as well as two new chapters. One new chapter deals with the training of 21st-century skills in educational programs based on the Ten Steps. The other deals with the design of assessment programs that are fully aligned with the Ten Steps. In the closing chapter, new directions for the further development of the Ten Steps are discussed.

An updated version of the StrengthsFinder program developed by Gallup experts to help readers discover their distinct talents and strengths and how they can be translated into personal and career successes.

Key Themes in Health and Social Care is a learning resource for students in health and social care. It provides an overview of foundational issues and core themes in the field and introduces key areas of debate, moving from an introductory level to in-depth discussion as the book progresses. Divided into three parts: the first part sets the scene, addressing introductory psychology and sociology, social policy, equality and diversity, skills for practice, and working with people the second part considers key themes such as the contribution of philosophy and politics; criminal justice; ma-

nagement of services; the relationship between place and wellbeing; research in health and social care; theories of counselling; housing and the built environment the third part looks at discrete areas of practice such as mental health; substance abuse, protection work; health promotion; disability studies; working with men; child welfare and public responsibility. Each chapter begins with an outline of the content and learning outcomes and includes reflective exercises to allow students to reflect on what they have read, review their learning and consolidate their understanding. Time-pressed readers wanting to 'dip into' the book for relevant areas can do so but, read from cover to cover, the book provides a comprehensive introduction to the key areas of contemporary health and social care practice. It will be particularly helpful for students undertaking health and social care undergraduate and foundation degrees.

A maioria das opções que tomamos parecem-nos resultado de decisões muito bem pensadas, mas não. São hábitos. E se cada hábito isoladamente parece pouco relevante, com o passar do tempo os alimentos que comemos, o que dizemos aos filhos, as decisões que tomamos de poupar ou gastar, a frequência com que fazemos exercício e a forma como organizamos os nossos dias, acabam por ter um impacto enorme sobre a saúde, produtividade, bem-estar económico e felicidade. Transformar um hábito não é necessariamente fácil ou rápido. Nem sequer é simples. Mas é possível. E, hoje, graças a este livro sabemos como.

Exam Board: Edexcel Level: GCSE Subject: Business First Teaching: September 2017 First Exam: June 2019 Endorsed for Edexcel Let Ian Marcouse successfully steer you through the new specification with his proven and popular approach to Business; clear

content coverage is enhanced by numerous real-life examples to create a course that engages, motivates and develops every student. - Breaks down the content of the 2017 specification into clear, accessible explanations of important concepts and theories - Helps students apply their knowledge to a range of real business examples, issues and contexts, supported by 'Talking Points' that encourage critical and commercial thinking - Improves quantitative, investigative, analytical and evaluation skills through end-of-chapter exercises - Builds students' confidence approaching their exams as they practise calculation, short answer and extended-writing questions with stimulus materials - Boosts students' vocabulary and supports revision with definitions of key terminology for each topic

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

"One of the 12 best business books of all time.... Timeless principles of empowering leadership." - USA Today "The best how-to manual anywhere for managers on delegating, training, and driving flawless execution." —FORTUNE Since *Turn the Ship Around!* was published in 2013, hundreds of thousands of readers have been inspired by former Navy captain David Marquet's true story. Many have applied his insights to their own organizations, creating workplaces where everyone takes responsibility for his or her actions, where followers grow to become leaders, and where happier teams drive dramatically better results. Marquet was a Naval Academy graduate and an experienced officer when selected for submarine command. Trained to give orders in the traditional

model of "know all-tell all" leadership, he faced a new wrinkle when he was shifted to the Santa Fe, a nuclear-powered submarine. Facing the high-stress environment of a sub where there's little margin for error, he was determined to reverse the trends he found on the Santa Fe: poor morale, poor performance, and the worst retention rate in the fleet. Almost immediately, Marquet ran into trouble when he unknowingly gave an impossible order, and his crew tried to follow it anyway. When he asked why, the answer was: "Because you told me to." Marquet realized that while he had been trained for a different submarine, his crew had been trained to do what they were told—a deadly combination. That's when Marquet flipped the leadership model on its head and pushed for leadership at every level. *Turn the Ship Around!* reveals how the Santa Fe skyrocketed from worst to first in the fleet by challenging the U.S. Navy's traditional leader-follower approach. Struggling against his own instincts to take control, he instead achieved the vastly more powerful model of giving control to his subordinates, and creating leaders. Before long, each member of Marquet's crew became a leader and assumed responsibility for everything he did, from clerical tasks to crucial combat decisions. The crew became completely engaged, contributing their full intellectual capacity every day. The Santa Fe set records for performance, morale, and retention. And over the next decade, a highly disproportionate number of the officers of the Santa Fe were selected to become submarine commanders. Whether you need a major change of course or just a tweak of the rudder, you can apply Marquet's methods to turn your own ship around. A Transition Town group involved in preparations for peak oil and climate change; an intentional community, founded with the high-

est ideals; a nonprofit dedicated to social change—millions of such voluntary groups exist around the world. These collaborative organizations have the unique potential to harness their members' ideals, passions, skills, and knowledge—if they can succeed in getting along together. The Empowerment Manual is a comprehensive manual for groups seeking to organize with shared power and bottom-up leadership to foster vision, trust, accountability, and responsibility. This desperately needed toolkit provides keys to: Understanding group dynamics Facilitating communication and collective decision-making Dealing effectively with difficult people. Drawing on four decades of experience, Starhawk shows how collaborative groups can generate the cooperation, efficacy, and commitment critical to success. Her extensive exploration of group process is woven together with the story of RootBound—a fictional ecovillage mired in conflict—and rounded out with a series of real-life case studies. The included exercises and facilitator toolbox show how to establish the necessary structures, ground rules, and healthy norms. The Empowerment Manual is required reading for anyone who wants to help their group avoid disagreement and disillusionment and become a wellspring of creativity and innovation. Starhawk is the author of eleven previous books including the award-winning *Webs of Power*. A highly influential voice for global justice and the environment, she is deeply committed to bringing the creative power of spirituality to political activism.

Лауреат Пулитцеровской премии Чарлз Дахигг открывает перед читателями увлекательный мир последних научных открытий, которые объясняют, как формируются и почему существуют привычки, а также то, как их можно изменить.

Как «Starbucks» завоевывает своих клиентов? Возможно ли запрограммировать себя на победу? Влияют ли привычки одного человека на достижение общей цели? Умело подкрепляя научную информацию интереснейшими примерами – историями из жизни крупных корпораций, успешных спортивных команд и даже движения за гражданские права, – Дахигг подводит нас к совершенно новому пониманию человеческой природы и ее поистине неограниченного потенциала. От силы привычки зависит все: занятия спортом и борьба с лишним весом, профессиональная эффективность и финансовый успех. Изменяя привычки, мы способны изменить и свою жизнь, и мир вокруг нас!

The Talent Management Handbook explains how organizations can identify and get the most out of “high-potential people” by developing and promoting them to key positions. The book explains:

1. A system for integrating three human resources “building blocks”: organizational competencies, performance appraisal, and forecasting employee/manager potential
2. Six human resources conditions necessary for organization excellence
3. How to link your employee assessment process to career planning and development

The Talent Management Handbook will help you design career plans that boost employee morale, as well as create and sustain excellence in your organization. It is full of simple, efficient, easy-to-follow methods for assessing, planning, and developing high-value people to meet your organization’s current and future needs. And it will help you combine your organization’s diverse human resources activities into a single, cogent system.

Featuring best practices from leading companies as well as contributions from field experts who hold top positions in such leading HR consultancies as AON Consulting, The Hay Group, Hewitt Associates, Right Management Consulting, Sibson Consulting, and Towers Perrin, *The Talent Management Handbook* is an authoritative resource for creating and maintaining excellence in your organization through people management.

Monograph comprising a literature survey and review of research on organizational structure, particularly business organizations - considers job design, job enrichment and job enlargement, bureaucracy and behaviour formulization, training and indoctrination, design of superstructure (incl. Unit grouping and size), planning and control, managerial liaison, decision making, age and size of enterprise factors, organization development, etc. Bibliography pp. 481 to 496, diagrams and flow charts.

How to rewire your brain to improve virtually every aspect of your life-based on the latest research in neuroscience and psychology on neuroplasticity and evidence-based practices Not long ago, it was thought that the brain you were born with was the brain you would die with, and that the brain cells you had at birth were the most you would ever possess. Your brain was thought to be "hard-wired" to function in predetermined ways. It turns out that's not true. Your brain is not hardwired, it's "softwired" by experience. This book shows you how you can rewire parts of the brain to feel more positive about your life, remain calm during stressful times, and improve your social relationships. Written by a leader in the field of Brain-Based Therapy, it teaches you how to activate the parts of your brain that have been underactivated and calm down those areas that have been hyperactivated so that you feel posi-

tive about your life and remain calm during stressful times. You will also learn to improve your memory, boost your mood, have better relationships, and get a good night sleep. Reveals how cutting-edge developments in neuroscience, and evidence-based practices can be used to improve your everyday life Other titles by Dr. Arden include: *Brain-Based Therapy-Adult*, *Brain-Based Therapy-Child*, *Improving Your Memory For Dummies* and *Heal Your Anxiety Workbook* Dr. Arden is a leader in integrating the new developments in neuroscience with psychotherapy and Director of Training in Mental Health for Kaiser Permanente for the Northern California Region Explaining exciting new developments in neuroscience and their applications to daily living, *Rewire Your Brain* will guide you through the process of changing your brain so you can change your life and be free of self-imposed limitations.

This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. *Essentials of Corporate Communication* features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Vir-

gin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

Across an amazing sweep of the critical areas of business regulation - from contract, intellectual property and corporations law, to trade, telecommunications, labour standards, drugs, food, transport and environment - this book confronts the question of how the regulation of business has shifted from national to global institutions. Based on interviews with 500 international leaders in business and government, this book examines the role played by global institutions such as the WTO, the OECD, IMF, Moody's and the World Bank, as well as various NGOs and significant individuals. The authors argue that effective and decent global regulation depends on the determination of individuals to engage with powerful agendas and decision-making bodies that would otherwise be dominated by concentrated economic interests. This book will become a standard reference for readers in business, law, politics and international relations.

This unique book written by four world leaders in reputation research, presents the latest cutting-edge thinking on organizational improvement. It covers media management, crisis management, the use of logos and other aspects of corporate identity, and argues the case for reputation management as a way of overseeing long-term organizational strategy. It presents a new approach to managing reputation, one that relies on surveying customers and employees on their view of the corporate character and in harmonizing the values of both. This approach has been trialled in a number of organizations and here the authors

demonstrate how improving reputation, merely by learning more about what a company is already doing, is worth some five per cent sales growth. The book is a vital, up to date resource for specialists in corporate communication, public relations, marketing, HRM, and business strategy as well as for all senior management. Highly illustrated with over eighty diagrams and tables, it includes up to the minute illustrative case studies and interviews with leading authorities in the field.

In *Pour Your Heart Into It*, former CEO and now chairman emeritus Howard Schultz illustrates the principles that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest to make great coffee part of the American experience. The success of Starbucks Coffee Company is one of the most amazing business stories in decades. What started as a single store on Seattle's waterfront has grown into the largest coffee chain on the planet. Just as remarkable as this incredible growth is the fact that Starbucks has managed to maintain its renowned commitment to product excellence and employee satisfaction. Marketers, managers, and aspiring entrepreneurs will discover how to turn passion into profit in this definitive chronicle of the company that "has changed everything... from our tastes to our language to the face of Main Street" (Fortune).

From leading experts who have trained thousands of professionals in dialectical behavior therapy (DBT), this manual provides indispensable tools for treating adolescents with emotional or behavioral problems of any level of severity. Clinicians are guided step by step to teach teens and parents five sets of skills: Mindfulness, Distress Tolerance, Walking the Middle Path (a family-based module developed by the authors specifically for teens), Emotion

Regulation, and Interpersonal Effectiveness. Designed for optimal clinical utility, the book features session outlines, teaching notes, discussion points, examples, homework assignments, and 85 reproducible handouts, in a large-size format for easy photocopying. Purchasers also get access to a Web page where they can download and print the reproducible materials. See also the authors' *Dialectical Behavior Therapy with Suicidal Adolescents* (with Marsha M. Linehan), which delves into skills training and other DBT components for those at highest risk.

A Starbucks executive reveals how to draw on the successful coffee-house chain's examples in order to promote business success, sharing inside stories about key turning points in Starbucks'

history to illustrate how the company came to embrace its philosophy about putting people ahead of profits.

During a two-year urban adventure through the world of commerce, journalist Alex Frankel proudly wore the brown uniform of the UPS driver, folded endless stacks of T-shirts at Gap, brewed espressos for the hordes at Starbucks, interviewed (but failed to get hired) at Whole Foods, enrolled in management training at Enterprise Rent-A-Car, and sold iPods at the Apple Store. In this lively and entertaining narrative, Frankel takes readers on a personal journey into the land of front-line employees to discover why some workers are so eager to drink the corporate Kool-Aid and which companies know how to serve it up best.