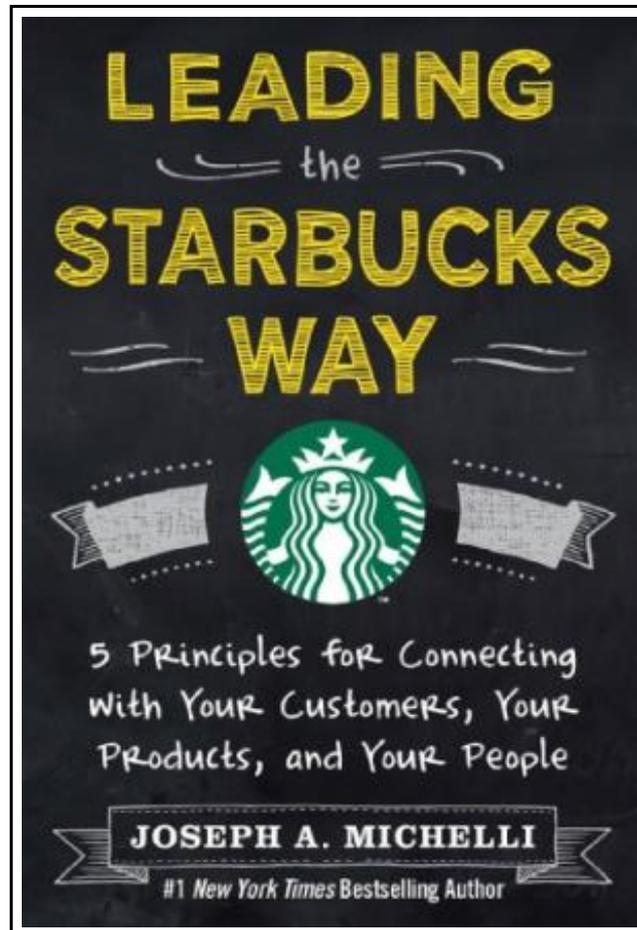


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(Dr. Pat Hegmann)

LEADING THE STARBUCKS WAY: 5 PRINCIPLES FOR CONNECTING WITH YOUR CUSTOMERS, YOUR PRODUCTS AND YOUR PEOPLE



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