## Contents

	Foreword	vii vii
~	Acknowledgments	ix
1.	The Starbucks Connection	1
	PRINCIPLE 1 SAVOR AND ELEVATE	
2.	If You Don't Have Passion for Your Product, Why Should Your Customer?	11
3.	From Replicable and Consistent to Magical and Unique	36
	PRINCIPLE 2	
	LOVE TO BE LOVED	
4.	It's a Matter of Trust and Love	63
5.	It Must Thrive Inside to Be Experienced Outside	85
	PRINCIPLE 3	
	REACH FOR COMMON GROUND	
	Assume the Universal: Serve the Unifying Truths of Humans	111

Respect, Celebrate, and Customize: Listening and Innovating to Meet Local, Regional, and Global Needs	133
PRINCIPLE 4	
<b>MOBILIZE THE CONNECTION</b>	
Growing the Connection Through Technology	158
Personal Relationships Translate: Sharing the Love from People to Products	181
PRINCIPLE 5	
CHERISH AND CHALLENGE YOUR LEGACY	
Honor the Past, but Don't Be Trapped in It	207
Taking the Long View: Building Success That Lasts	229
Forging a Real Lifestyle Connection	253
Bibliography Index	259 279
	Listening and Innovating to Meet Local, Regional, and Global Needs  PRINCIPLE 4  MOBILIZE THE CONNECTION  Growing the Connection Through Technology  Personal Relationships Translate: Sharing the Love from People to Products  PRINCIPLE 5  CHERISH AND CHALLENGE YOUR LEGACY  Honor the Past, but Don't Be Trapped in It  Taking the Long View: Building Success That Lasts  Forging a Real Lifestyle Connection  Bibliography