



My Sister's a Barista: How They Made Starbucks a Home Away from Home (Great Brand Stories series)

John Simmons

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Insight into Starbucks's rise to worldwide recognition is given in this tale of marketing success. From three college friends' dreams of coffee beans to the cafés that are open on nearly every street corner, Starbucks has grown immensely with three new shops opening every day across the world. Full of interesting facts about the coffee giant, the book includes a rare interview with CEO Howard Schultz.

Each title in this series features an in-depth, biographical look at one of today's top brands, such as Guinness, Adidas, and Starbucks. The brands included have all established themselves not only as financial successes but also as cultural icons. The storytelling style and eye-catching design of the books make learning about these innovative brands stimulating and enjoyable.

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