Includes index. Pt. 1. Rediscovering coffee: the years up to 1987. Imagination, dreams, and humble origins -- A strong legacy makes you sustainable for the future -- To Italians, espresso is like an aria -- "Luck is the residue of design" -- Naysayers never build a great enterprise -- The imprinting of the company's values -- pt. 2. Reinventing the coffee experience: the private years, 1987-1992. Act your dreams with open eyes -- If it captures your imagination, it will captivate others -- People are not a line item: Starbucks mission statement -- A hundred-story building fir... The success of Starbucks Coffee Company is one of the most amazing business stories in decades. What started as a single store on Seattles waterfront has grown into a company with over sixteen hundred stores worldwide and a new one opening every single business day. 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. In Pour Your Heart Into It, CEO Howard Schultz illustrates the principles that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest.Cla...the book's added. Impression. Add to shelf. Already read. Report an error in the book. Share. Facebook. Twitter.Â We gradually accepted the fact that we had to adapt the store to our customers' needs,â€ he says, and learn how to balance customer requests and desires with his vision but at the same time, not make too many compromises and wind up diluting the integrity of either the coffee itself or the romance of the coffee experience.Â When Schultz stepped back into Starbucks, this time in his new role as owner, one of the biggest challenges facing him was poor morale. He knew that addressing it had to be his first task.