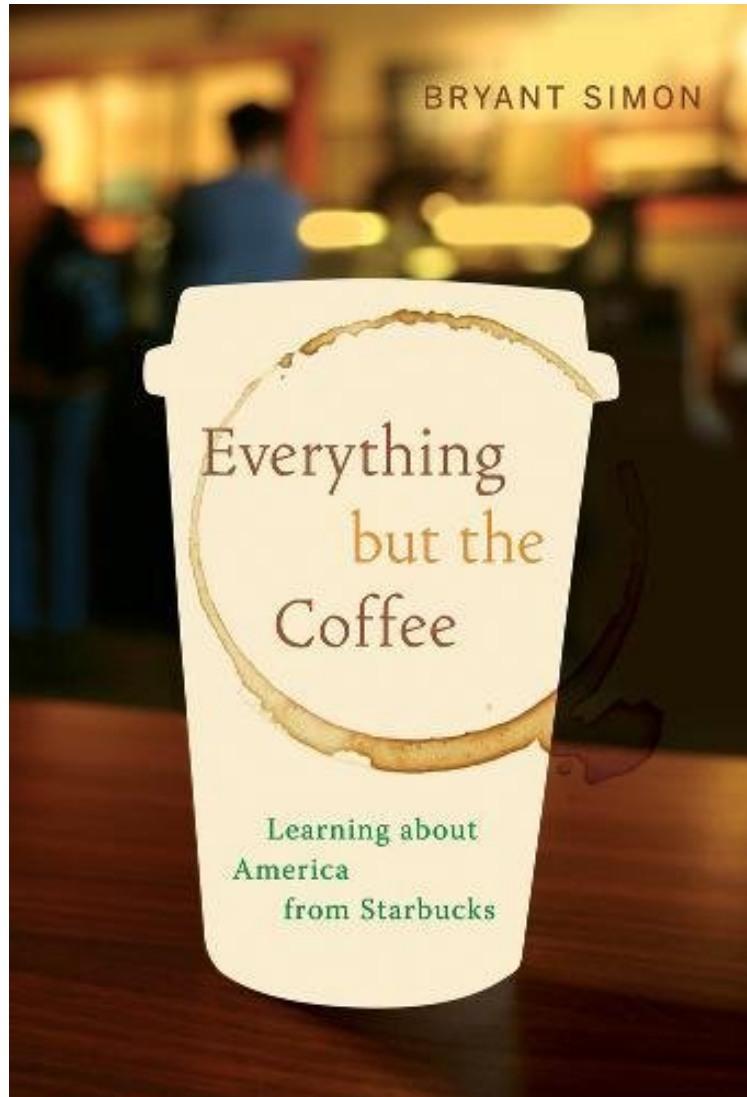


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Everything but the Coffee: Learning about America from Starbucks

Bryant Simon

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#891296 in Books 2011-02-09 Original language: English PDF # 1 9.00 x .81 x 6.00l, .91 #File Name: 0520269926320 pages | File size: 70.Mb

Bryant Simon : Everything but the Coffee: Learning about America from Starbucks before purchasing it in order to gage whether or not it would be worth my time, and all praised Everything but the Coffee: Learning about America from Starbucks:

3 of 4 people found the following review helpful. An interesting look into one of the world's largest corporations By E. King Whether you're a Starbucks junkie or a Starbucks hater, this book lends an excellent insight into one of the world's largest and fastest growing companies. The author discusses everything from Starbucks' ethics, consumption, to sociological role of the company in simple "plain English" that everyone can learn from. An excellent read for

anyone interested in the state of modern corporations, environmental sustainability, and how you can help change how things are run.0 of 0 people found the following review helpful. a must read!By CathyMet the author several years ago. Great book! Just bought another copy for my brother!2 of 3 people found the following review helpful. Not so MuchBy Carrie HI wanted to like this book, I really did. But I felt that it was just one big, long bash of Starbucks. Over and over again, the author made his point. Too bad, as I had really hoped that at some point it would move beyond the bashing and brought something positive to the text.

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.

From Publishers WeeklyAfter five years of on-site investigation, including Starbucks locations across the country and around the world, author and history professor Simon (Boardwalk Dreams: Atlantic City and the Fate of Urban America) has produced a less-than-earth-shaking examination of the coffee chain's influence on America (and its American influence abroad). Simon's hodgepodge of observations are heavy on the obvious ("Lots of people, I learned from my many hours of observation, used Starbucks as a second place, as a work space and meeting room"), and light on revealing details or investigation ("After making its five-cent donation to the world's water-deprived" per bottle of their Ethos water, "the company still gets an extra twenty to fifty cents... of profit"). Those who frequent Starbucks will enjoy Simon's range of topics, from business matters to the music played to the (very American) concept of "self-gifting." Though Simon's knowledge of the brand is obvious, his insight is sparse and his in-person observations lack color (though Starbucks deserves some of the blame for that). Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Those who frequent Starbucks will enjoy Simons range of topics, from business matters to the music played to the (very American) concept of self-gifting.