



# Onward: How Starbucks Fought for Its Life without Losing Its Soul

*Howard Schultz, Joanne Gordon*

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In this #1 *New York Times* bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback

In 2008, Howard Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values. In *Onward*, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability without sacrificing humanity.

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