



## The Starbucks Brand

By Silke Specht

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Paper from the year 2009 in the subject Communications - Public  
Relations, Advertising, Marketing, Social Media, grade: 1,7,  
University of Southern Denmark, language: English, abstract:  
This project assignment shall provide some insights into the  
problems Starbucks has to face today, why they occurred and  
how they might be solved. More specifically this project focuses  
on the question: why have customer difficulties perceiving values  
added by Starbucks 28 pp. Englisch.



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### Reviews

*Very beneficial to all of class of people. I am quite late in start reading this one, but better then never. You may like just how the writer create this publication.*

-- **Audra Klocko PhD**

*Thorough information! Its this type of great go through. It is amongst the most incredible publication i actually have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Germaine Welch**