



The Starbucks Brand

By Silke Specht

GRIN Verlag GmbH Sep 2013, 2013. Taschenbuch. Book
 Condition: Neu. 209x149x7 mm. Neuware - Scholarly Research
 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
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