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MacEwan Goes Global: Internationalization at a Canadian School of Business

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Thecasesolutions.com "WORK CAN WAIT"

STARBUCKS





HISTORY OF

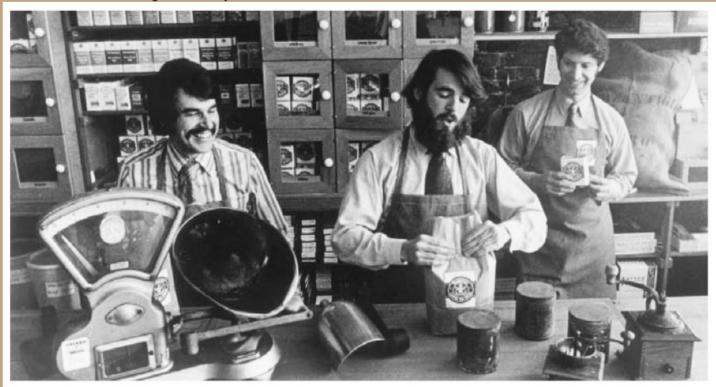






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The first Starbucks opened in Seattle, Washington, on 1971 by three partners

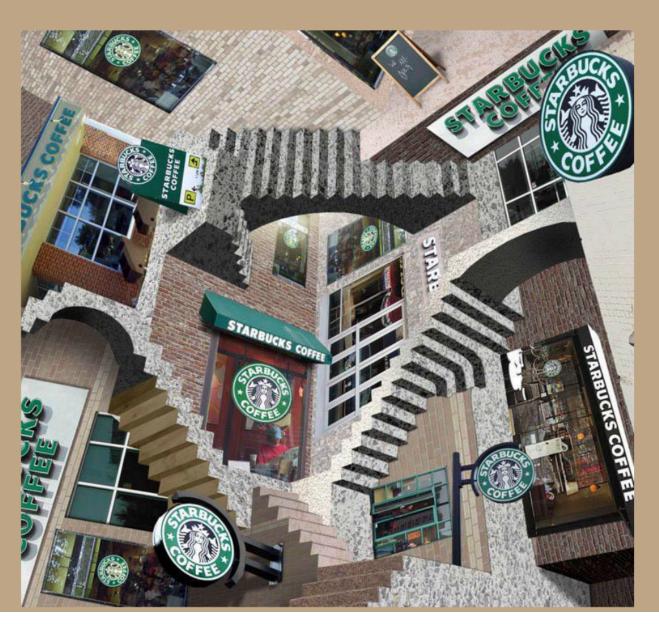


In 1971, partners Jerry Baldwin, Gordon Bowker, and Zev Siegl (*left to right*) founded Starbucks in Seattle, selling fresh-roasted whole beans to local customers.

The first Starbucks location outside North America opened in Tokyo, in 1996



Since 1987, Starbucks has opened on average 3 new stores every day



Starbucks took its name from the character Starbuck in the Moby Dick novel by Herman Melville



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INTERESTING FACT

STARBUCKS has 151,000 employees - 2x population of Greenland