



Starbucks: Model of Social Responsibility

Clinton LeFort

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One of the most recent changes in the Starbucks infrastructure may give us some insight into their present plans for intense global marketing. Underlying the recent appointment in July 17, 2007 of Mr. Martin Coles as CEO for is Global and Foreign market operations, Starbucks said that it sees an “unparalleled demand for Starbucks around the world “ (Borrman Starbucks).

This new strategy of selecting Mr. Martin Coles as CEO of Global operations indicates the concern for Starbucks to set an intense program towards developing their coffee stores around the globe. At the time of the same news story broadcasted to the world, via stock market analyst and presses across the globe, Borrman also indicated a “rapid global expansion” (Borrman Starbucks). Does this communication from the Starbucks press office indicate a new phase of rapid development or is Starbucks poising itself in rapid transit to international waters?

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