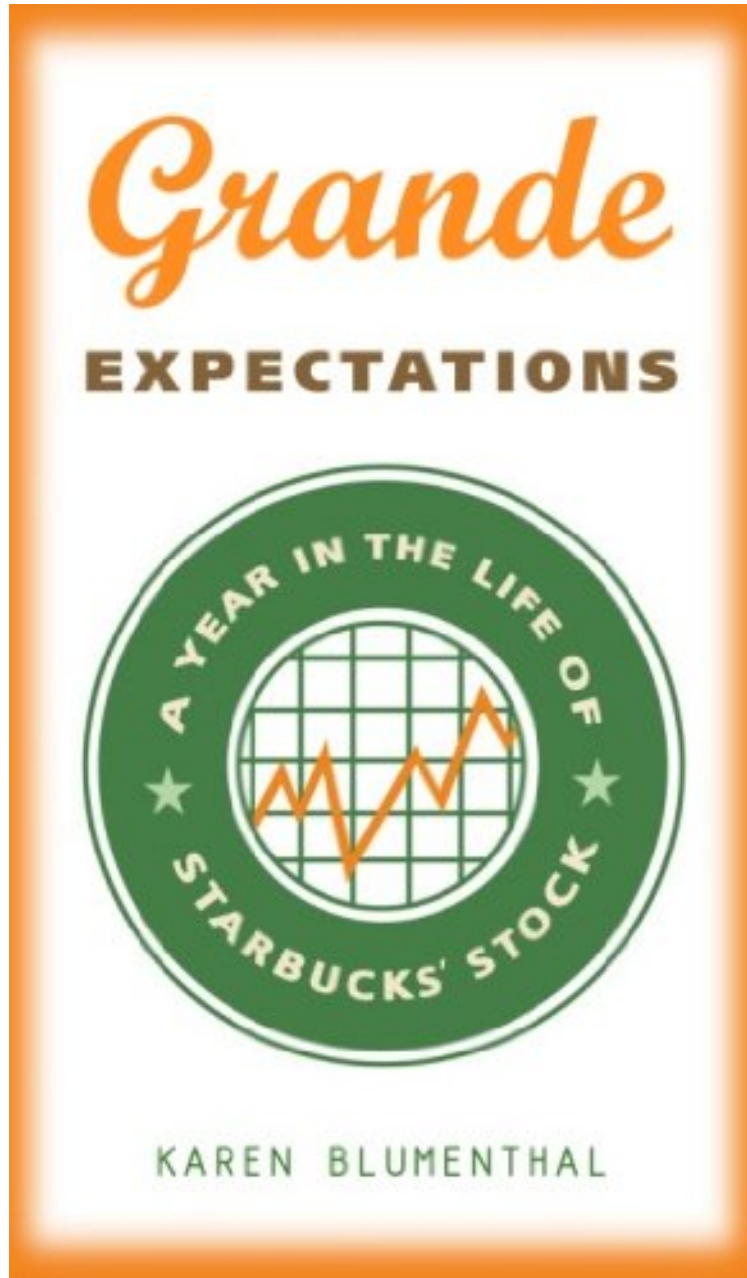


(Read now) Grande Expectations: A Year in the Life of Starbucks' Stock

## Grande Expectations: A Year in the Life of Starbucks' Stock

*Karen Blumenthal*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

#1061976 in eBooks 2007-04-03 2007-04-03 File Name: B000OYF002 | File size: 24.Mb

**Karen Blumenthal : Grande Expectations: A Year in the Life of Starbucks' Stock** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Grande Expectations: A Year in the Life of Starbucks' Stock:

7 of 7 people found the following review helpful. Otherwise dry material rendered frappaliciousBy Inquiring MindI seldom go to Starbucks and can rarely stomach lengthy financial analysis, so I never expected to be so consumed by a book that I just happened across and then couldn't put down. As a liberal-arts-type reader, I was as riveted by this utterly charming biography of a stock as I routinely am by a great man's life story. As originally unappetizing to me as the thought of 300 pages detailing a company's year-long stock performance was the sheer pleasure here of following the author's wide-eyed pursuit of answers about why stocks rise and fall. As Ms. Blumenthal chases down a broad swath of individuals to learn all she could about the history and future prospects for Starbucks, I found the questions she put to Howard Schultz and other company execs, to security analysts and fund managers, to small DIY investors, and to many others, were exactly the kind of questions I wanted asked. Assuming you're not already a full-time securities pro, reading this book -- although it won't instantly certify you as a financial guru -- will, for less than the cost of a few macchiatos and frappuccinos, make you far wiser about this amazing company and the ways of the market. Concentrating so deeply on one company enables the author to show how stock buybacks, black-box trading operations, analyst reports, and dozens of other abstract concepts actually work in a real-world case history over an extended period. Thus material that would otherwise seem academic and dry becomes far more palatable and understandable. Kudos to Ms. Blumenthal for wonderful reporting and making stock-tracking acutely interesting and intelligible.0 of 0 people found the following review helpful. Really Grande Story TellingBy 2goldensI've read a number of Ms. Blumenthal's books (most recently, "Steve Jobs: The Man Who Thought Different"), and have found her prose to be really, really terrific. We learn in "Grande Expectations" about the history of Starbucks, she takes us along to a Starbucks shareholders' meeting, and we find out about the significance of stock buybacks, legal insider trading, stock splits, analysts' reports and many other facets of the operation of Starbucks. While I practice securities law and have familiarity with many of these topics, Ms. Blumenthal is very adept at telling a fascinating story. Her book was a real page turner.7 of 8 people found the following review helpful. Grande ExplanationBy spsandersThis is a highly readable and interesting story about a cultural phenomena. The author gives us a "year-in-the life" story about Starbucks and its stock price fluctuations, while engaging the reader in behind the scenes details. She has woven a fascinating story without losing the reader to arcane financial jargon. The book is very balanced and a fun read. I highly recommend it -- Steve

Karen Blumenthal, like most people, is mystified by the stock market. Just why is it, she wonders, that seemingly good news can send a stock plummeting and bad news can send it skyrocketing again? In *Grande Expectations*, she shows how money is made and lost by following one of America's hottest growth stocks, Starbucks, through a year of rapid store openings, fancy new drinks, and clever promotions, revealing how the many players—big and small investors, company management, analysts, and the media—propel its shares up and down. Blumenthal pulls back the curtain on the stock market to expose its quirks and inner workings, from the power of a penny of earnings and the unexpected impact of a stock split to the image-enhancing effects of a brand of bottled water. With a fly-on-the-wall, character-driven narrative, *Grande Expectations* not only makes investing interesting but also will help you make smarter and savvier investing choices by: Understanding how big pension and mutual fund managers decide whether to buy more Starbucks—or dump it; Seeing the unique ways that analysts and other finance professionals assess an investment—dissecting not only the numbers but also the company's management, demographics, and global opportunities; Learning how Starbucks executives manage our expectations and keep excitement percolating about the business—and the stock; Watching how a stock is traded and how that might affect your buying or selling; Gleaning how multibillion-dollar private hedge funds make money on infinitesimal changes in a stock's price; Entering the dark, strange world of the short sellers; Realizing how different people can make absolutely opposite bets and all still come out ahead; You'll come away with new insights into how the stock market really works—the power of expectations, stock buybacks, and profits—and explore Starbucks' phenomenal growth and whether it is sustainable. By unraveling the market's mysteries, *Grande Expectations* shows how investing can be both profitable and understandable. Get ready for the ride of your life—and a lifetime of fruitful stock market success. From the Hardcover edition.

From Publishers Weekly Blumenthal, a business journalist with more than 25 years of experience, puts her prodigious talents to work distilling a solid drama from the 2005 stock performance of steaming-hot coffee company Starbucks. Having been given access to the Starbucks' corporate office, the annual shareholders' meeting and other inner sanctums, Blumenthal (*Let Me Play: The Story of Title IX*) provides an outside expert's colorful, considered viewpoint on the caffeinated personalities behind the company's success, and the stock they propel, during a particularly tumultuous year: Hurricane Stan in Central America, a Starbucks stock split and the IPO of rival Caribou Coffee. Alongside prescient data analysis, Blumenthal provides intriguing glimpses of the culture: "Shareholders huddled around tables bulging with stacks of muffins... and lined up ten deep at espresso bars. Emergency medical personnel actually tended to an older man who appeared to be having heart problems." Blumenthal's transition between statistics and scenes of corporate color can be abrupt, but the intimate detail into which she delves makes this book stand out

from the business-profile pack, and it's got enough narrative finesse to make it a fun read for both committed investors and the NYSE-curious. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Wall Street Journal bureau chief Blumenthal is a seasoned financial reporter, yet she admits that the stock market mystifies her. Her mission: to follow one stock closely for a year (2005) to gain insights on how the market works, and, ultimately, become a better investor. There could not have been a better choice than Starbucks (stock symbol SBUX). A favorite of the growth investing crowd, it's sexy, yet familiar, a phenomenal achiever that tends to go through stomach-churning gyrations. As the year unfolds, we attend the annual shareholders' meeting, learn the history of Starbucks, and find out the significance of stock buybacks, (legal) insider trading, stock splits, and analysts' reports. We get an inside view on how institutional investors, the big players like mutual funds and hedge funds, value a stock, as these big guns trade in and out of SBUX in blocks of 10,000 or more shares. While managing to take some of the mystery out of the market's machinations, Blumenthal provides insights and tools for the individual investor looking to "take the plunge." David Siegfried Copyright copy; American Library Association. All rights reserved "If you want to know why a stock goes up and down, if you want to be able to make money with that information, this book is for you. I have never ever seen such an indepth and fascinating look at how a growth stock works. This book, while having a great read on Starbucks, transcends that one stock and gives you a tremendous insight into how the whole market works." --Jim Cramer, Markets commentator for thestreet.com and host of CNBC's Mad Money with Jim Cramer From the Hardcover edition.