

# Library Resources for Researching the Coffee Industry

## Books

Boller, D (1996). [Aiming higher: 25 stories of how companies](#)

New York, NY: Amacom

Burg, B & Mann, J, D. (2007). [The go-giver: a little story about a powerful business idea](#)

New York, NY: Portfolio

Fridell, G. (2007). [Fair trade coffee: the products and pitfalls of market driven social justice](#)

Toronto, ON: University of Toronto Press.

Hoekstra, A. Y (2008). [Globalization of water: sharing the planet's freshwater resources](#)

Malden, MA: Blackwell.

Koehn, N. F. (2001). [Brand new: how entrepreneurs earned consumers' trust](#)

Boston, MA: Harvard Business School Press

Luthinger, N. (2006). [The coffee book: anatomy of an industry from crop to the last drop](#)

New York, NY: New Press

Michelli, J.A. (2007). [The Starbucks experience: 5 principles for turning ordinary into extraordinary](#)

New York, NY: McGraw-hill.

Pendegrast, M ((1999). [Uncommon Grounds: the history of coffee and how it transformed our world](#)

New York, NY: Basic Books

Rosenthal, D. (2000). [Cases in strategic marketing](#)

Upper Saddle Ridge, NJ: Prentice Hall

Sick, D (2009). [Farmers of the golden bean: Costa Rican households, global coffee, and fair trade](#)

DeKalb , IL: Northern Illinois University Press.

Wild, Antony (2005). [Coffee: a dark history](#)

New York, NY: W.W.Norton

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**E-Books**

Fatwa, T and, Bayly, C A (2002). Modernity and culture Retrieved From NetLibrary 3/24/09

<http://olinkserver.franklin.edu/search/Xcoffee&m=b&b=&SORT=D&Da=&Db=/Xcoffee&m=b&b=&SORT=D&Da=&Db=&SUBKEY=coffee/1,14,14,B/l856~b1127019&FF=Xcoffee&m=b&b=&SORT=D&Da=&Db=&12,12,,1,0>

Tucker, K. (2006). Changing Forests:: collective action, common property and coffee in Honduras Retrieved from Electronic Book Center 3/24/09

<http://olinkserver.franklin.edu/search/Xcoffee&m=b&b=&SORT=D&Da=&Db=/Xcoffee&m=b&b=&SORT=D&Da=&Db=&SUBKEY=coffee/1,14,14,B/l856~b1196135&FF=Xcoffee&m=b&b=&SORT=D&Da=&Db=&1,1,,1,0>

Martínez-Torres, Maria Elena. (2006) Organic coffee: sustainable development by Mayan farmers Retrieved From Ebrary 3/24/09

<http://olinkserver.franklin.edu/search/Xcoffee&m=b&b=&SORT=D&Da=&Db=/Xcoffee&m=b&b=&SORT=D&Da=&Db=&SUBKEY=coffee/1%2C14%2C14%2CC/l856&FF=Xcoffee&m=b&b=&SORT=D&Da=&Db=&3%2C3%2C%2C1%2C0>

Moore, John (2008). Tribal knowledge: business wisdom brewed from the grounds of Starbucks corporate culture

Chicago, IL: Kaplan Retrieved From Ebrary 3/24/09

<http://olinkserver.franklin.edu/search/Xcoffee&m=b&b=&SORT=D&Da=&Db=/Xcoffee&m=b&b=&SORT=D&Da=&Db=&SUBKEY=coffee/1,14,14,B/l856~b1201824&FF=Xcoffee&m=b&b=&SORT=D&Da=&Db=&4,4,,1,0>

Hau Lee, Chung-Yee Lee Building supply chain excellence in emerging economies Retrieved from Electronic Book Center 3/24/09

<http://olinkserver.franklin.edu/search/Xcoffee&m=b&b=&SORT=D&Da=&Db=/Xcoffee&m=b&b=&SORT=D&Da=&Db=&SUBKEY=coffee/1,14,14,B/l856~b1193430&FF=Xcoffee&m=b&b=&SORT=D&Da=&Db=&2,2,,1,0>

Gregulo, T. (2005). The strategic use of stories in organizational communication and learning Retrieved from Ebrary 3/24/09

<http://olinkserver.franklin.edu/search/Xcoffee&m=b&b=&SORT=D&Da=&Db=/Xcoffee&m=b&b=&SORT=D&Da=&Db=&SUBKEY=coffee/1,14,14,B/l856~b1188487&FF=Xcoffee&m=b&b=&SORT=D&Da=&Db=&5,5,,1,0>

**Compact Disc**

Yerks, L. (2003) [Beans \[sound recording\] fours principles for running a business](#)

Prince Frederick, MD: Recorded Books

**DVD**

[CEO exchange](#) (2006) Alexandria, VA: PBS Home Video

**Digital Video**

[Guatemala](#) New York, NY: Ambrose Video

[Taking the high grounds](#) (2003). The story of coffee. New York, NY: Ambrose Video

[Tales from the global economy](#) (2002) the cappuchino trail..

Princeton, NJ: Films for the Humanities & Science

**Library Databases**

[Business and Company Resource Center](#)

- Integrated resource bringing together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals.

On the database front page, click on the industry icon. On the next page type in “coffee” in the industry description search box. Information will be shown that provides US government industry codes (SIC, NAICS) that will help you in your research. Click on the link and you can read an article on the Roasted Coffee industry.

[MarketResearch.com Academic](#)

- Market intelligence and industry analysis providing full market research reports.

Type coffee in the search box and receive a full report.

[Standard & Poor's](#)

- Electronic versions of the following popular S&P publications; *Stock Reports, Industry Surveys, Corporation Records, Register, Stock Guide, Bond Guide, Earnings Guide, The Outlook, and Dividend Record.*

For best results choose a company such as Starbucks and then look at the industry survey for more information.

**World Wide Web**

International Coffee Organization

<http://www.ico.org/index.asp>

The International Coffee Organization (ICO) is the main intergovernmental organization for coffee, bringing together producing and consuming countries to tackle the challenges facing the world coffee sector through international cooperation. It makes a practical contribution to the world coffee economy and to improving standards of living in developing countries by:

Coffeeresarch.org

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<http://www.coffeeresearch.org/>

This webpage offer information about coffee from its cultivation to trading in the futures market and everything in-between.

**Specialty Coffee Association of America**

<http://www.scaa.org/>

The newsletter of the SCAA is available in Business and Company Resource Center database. The newsletter is the “Specialty Coffee Retailer”

### **Case Studies**

*Costa coffee case study* (2008). Datamonitor Plc. Retrieved from <http://0->

[search.ebscohost.com.olinserver.franklin.edu/login.aspx?direct=true&db=bth&AN=36349325&site=ehost-live](http://search.ebscohost.com.olinserver.franklin.edu/login.aspx?direct=true&db=bth&AN=36349325&site=ehost-live)

GRACE, N., M. (2008). Positive deviance on the ethical continuum: Green mountain coffee as a case study in conscientious

capitalism. *Business & Society Review* (00453609), 113(4), 555-576. doi:10.1111/j.1467-8594.2008.00332.x

*Green mountain coffee roasters case study* (2008). Datamonitor Plc. Retrieved from <http://0->

[search.ebscohost.com.olinserver.franklin.edu/login.aspx?direct=true&db=bth&AN=36349316&site=ehost-live](http://search.ebscohost.com.olinserver.franklin.edu/login.aspx?direct=true&db=bth&AN=36349316&site=ehost-live)

*Single serve coffee pod case study* (2005). Datamonitor Plc. Retrieved from <http://0->

[search.ebscohost.com.olinserver.franklin.edu/login.aspx?direct=true&db=bth&AN=21120536&site=ehost-live](http://search.ebscohost.com.olinserver.franklin.edu/login.aspx?direct=true&db=bth&AN=21120536&site=ehost-live)

Taylor, P. L., Murray, D. L., & Raynolds, L. T. (2005). Keeping trade fair: Governance challenges in the fair trade coffee

initiative We are deeply indebted for the experience and insights of the one cup at a time case study authors and other

contributors, including josefina aranda, edith.. *Sustainable Development*, 13(3), 199-208. doi:10.1002/sd.278

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