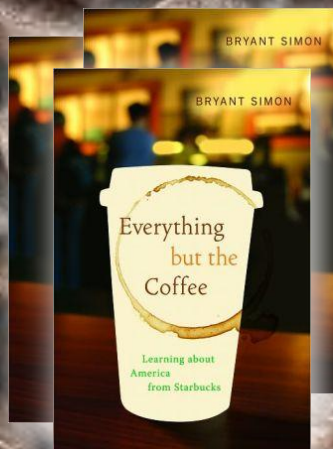


# Learning About America From Starbucks

In "Learning about America from Starbucks," Bryant Simon will discuss his four year-long exploration of Starbucks that took him to more than 450 Starbucks stores in 12 countries around the world.

In this talk, he will detail Starbucks' tremendous commercial success and show it stemmed from the company's ability to package the everyday desires of the middle-class millions in the United States and abroad.

Simon argues, then, that understanding Starbucks allows us to better understand the broad changes in American life, culture, and politics over the last two decades.



**June 7, FRI, 2013**

**15:00~16:30**

明治大学駿河台キャンパスグローバルホール

〈講演者〉 **Prof. Dr. Bryant Simon**

Professor of History;

Head of the Feinstein Center,

Temple University

サイモン教授のEverything But the Coffee: Learning About America from Starbucksは、スターバックスの隆盛を通じて1970年代以降の現代アメリカ史を語った名著であり、ビジネス、環境問題、フェアトレードにまで視野を広げており、本学の研究者や留学希望者にも示唆に富んだ講演になると思われる。

