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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Grab MORE Market Share: How to Wrangle Business Away from Lazy Competitors, Ross Shafer, Although McDonald's tested the McCafe' concept--offering specialty coffee and smoothies--many years before the recession hit, the official launch took place in early 2009. Why? Because they knew that was when Starbucks' market share was most vulnerable. And, in early 2010, McDonald's raked in \$420m, not only stealing a staggering amount of business from Starbucks, but...

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