



Dear Customer: Inside the World of Baristas, Upselling, and the Rules of Serving a Special Cup of Coffee

Sean William Brown

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Dear customer who is reading this book blurb: Have you ever thought how relaxing it would be to work in a coffee shop? You might have thought, “Yeah, I’d like to become a barista, I wonder how hard it is?” You may have thought how nice it would be to have regular customers, chit-chatting about their day. It would be like a fun sitcom! Have you wondered how great it must be to talk coffee - the taste, smell, and nuances – with people who are passionate about coffee? You may have wondered if the decaf coffee is any different than regular coffee. Have you ever thought about buying a coffee shop? Or, have you ever wondered why your local coffee shop sucks, that the employees are so slow and so dumb, and they can never get your order right? This book is a stunning, no-holds-barred, vicious, yet poignant look at a coffee shop near you.

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