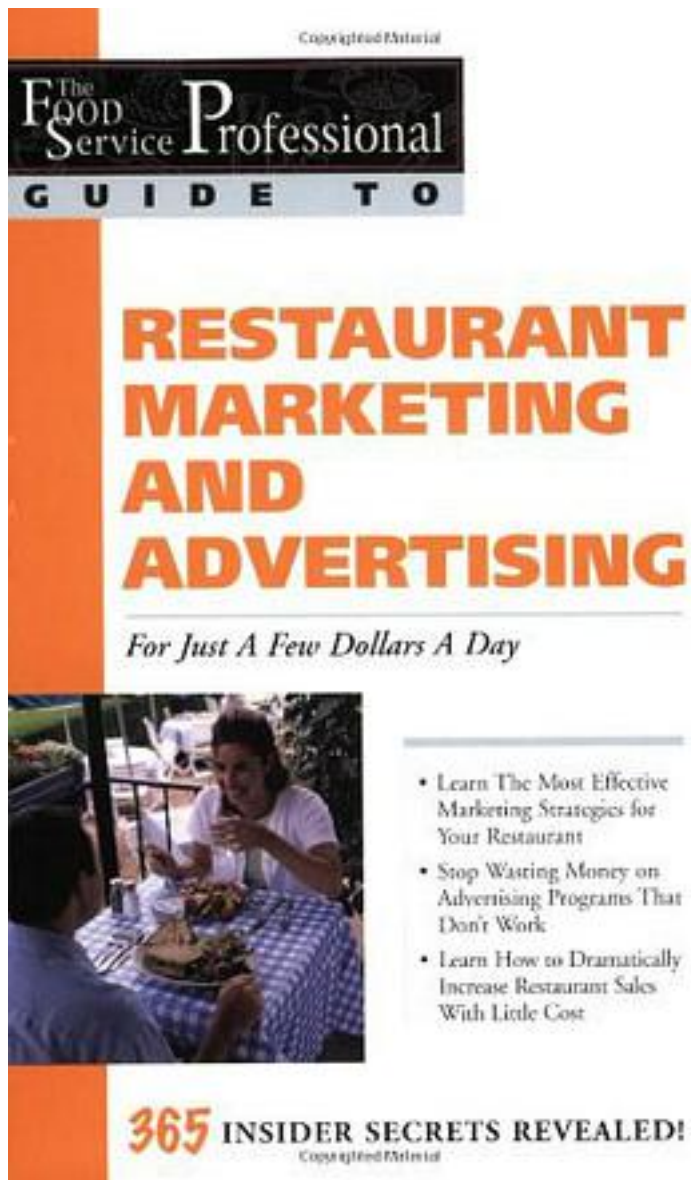


# The Food Service Professional Guide to Restaurant Marketing and Advertising



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著者: Amy S. Jorgensen

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The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you wont find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

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