

Restaurant Management



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For courses in Introduction to Food and Beverage Operations, Culinary Management, and Food and Beverage Management. Restaurant Management: Customers, Operations, and Employees, Third Edition, identifies the crucial elements involved in the operation of a restaurant, and their interrelationships that are necessary to achieve success. Structured around the three parts of the meal experience-the customers, the operation (consisting of food, beverage and the physical facility) and the employees-the book examines how to effectively manage an existing restaurant operation. This edition continues its strong coverage of marketing, promotions, and employment issues, and captures the essential elements needed to produce satisfied customers and a profitable restaurant operation.

作者介绍:

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