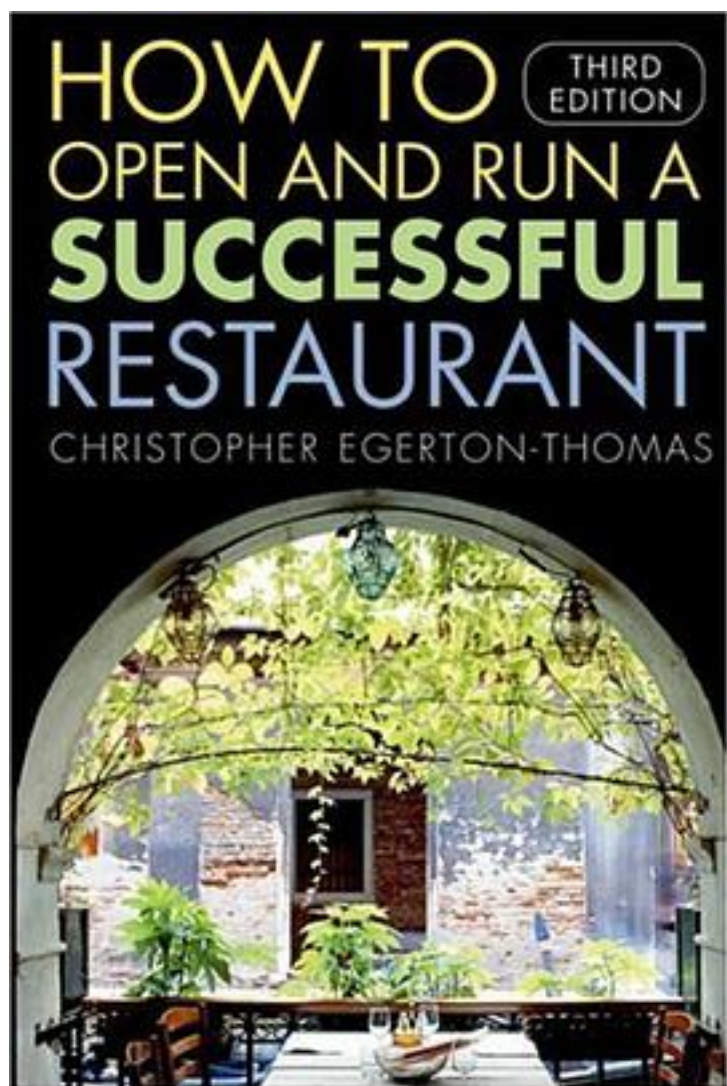


How To Open And Run A Successful Restaurant



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If you're thinking of opening a restaurant, you have a lot on your plate Dig into this comprehensive guide from successful restaurateur and author Christopher Egerton-Thomas, who dishes out good advice on everything from coming up with a winning concept, choosing a location, and equipping a kitchen to designing the menu, decorating the dining room, and managing a staff. Whether you want to open an upscale restaurant or a diner, a bistro or a burger joint, specialize in ethnic cuisine or go with an established franchise, "How to Open and Run a Successful Restaurant, Third Edition" gives you the essential information to do it right. The "Third Edition" of the celebrated soup-to-nuts classic is updated for today's competitive marketplace and features an expanded examination of the franchise system, in-depth discussions on customer relations, and a wealth of information on staff training-one of the most important ingredients for success. It covers: LI Guidance on financing, taxes, insurance, health and safety, legal issues, and more LI Marketing research, including evaluating local competition to refine your concept LI Evaluating franchise opportunities-the pros and cons of going with an established concept LI Effective staff training-both initial and ongoing LI The "feel-good factor"-that intangible quality that keeps customers coming back for more All this proven, practical guidance is served up in Christopher Egerton-Thomas's flavorful style and seasoned generously with real-life anecdotes and restaurant lore from around the world that are instructive and entertaining. This is a must-read for those considering the restaurant business and a ready reference for restaurateurs who want to improve their operations.

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