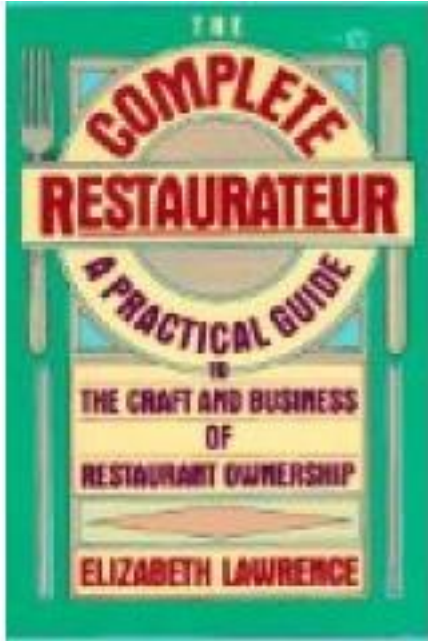


# The Complete Restaurateur: A Practical Guide to the Craft and Business of Restaurant Ownership Plume



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In the updated and revised edition of *The Complete Restaurateur*, Elizabeth Lawrence shows how restaurant ownership can be a possible, profitable dream-if you carefully plan for success. Whether it's a chic bistro, a retro luncheonette, or an A-list restaurant, this is your indispensable guide to opening a business and staying in business. Fully stocked with in-depth profiles of successful and well-known restaurants, along with revealing anecdotes, this invaluable sourcebook tells you everything you need to know to turn your dream of restaurant ownership into a

lucrative reality, including: \* How to match your restaurant to a profitable market \* Drawing up a realistic business plan \* How to generate high-profile publicity without spending a dime \* The importance of a well-designed kitchen How to hire and keep a qualified professional staff Plus: \* Crucial checklists, shopping lists, guidelines, and helpful advice from successful restaurateurs \* Restaurant Web sites and a list of essential online resources

作者介绍:

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