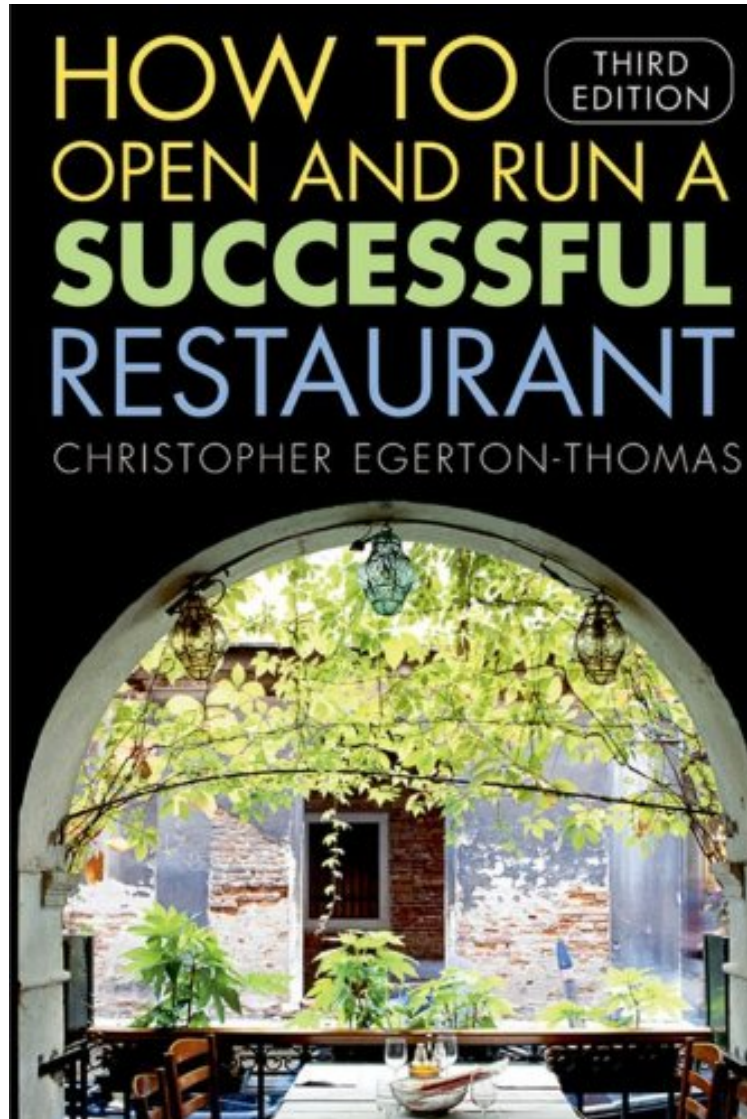


How to Open and Run a Successful Restaurant, 3rd Edition

Christopher Egerton-Thomas

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Christopher Egerton-Thomas : How to Open and Run a Successful Restaurant, 3rd Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Open and Run a Successful Restaurant, 3rd Edition:

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This practical guide covers every critical aspect of starting and running a successful restaurant—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. This Third Edition features an expanded examination of the franchise system, in-depth discussions on customer relations, and a wealth of information on staff training. Readers will enjoy the authors' bouquet of anecdotes and restaurant lore from around the world, which is as entertaining as it is instructive.

From the Back Cover Thinking about opening your own restaurant? Well, if you've got the will, this book shows you the way! This book is for anyone about to take the big leap into becoming an independent restaurant owner. In it successful restaurateur Christopher Egerton-Thomas tells you everything he knows about starting and running a successful restaurant—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. Egerton-Thomas, who is also an accomplished author and journalist, spices up his coverage with a piquant bouquet of anecdotes and restaurant lore from around the world that are as entertaining as they are instructive. The celebrated soup-to-nuts guide to starting and running a successful restaurant, now updated and expanded for the 1990s Expert guidance on financing, market research, taxes, insurance, managing a staff, health and safety, legal aspects, and much more How to survive tough times by anticipating and solving problems before they occur How to gain a competitive edge with superior customer service New to this edition: customer expectations; selling the wine list; responsibilities of serving alcohol; kitchen staffing; a glossary of wine terms; international menu vocabularies; and more About the Author CHRISTOPHER EGERTON-THOMAS is a restaurateur, caterer, and writer who has appeared on a number of TV programs, including "Donahue," "The Today Show," and "Good Morning America." He is the author of five previous books, including *How to Manage a Successful Bar*, and his articles have appeared in *Vanity Fair* and *The New York Times*.