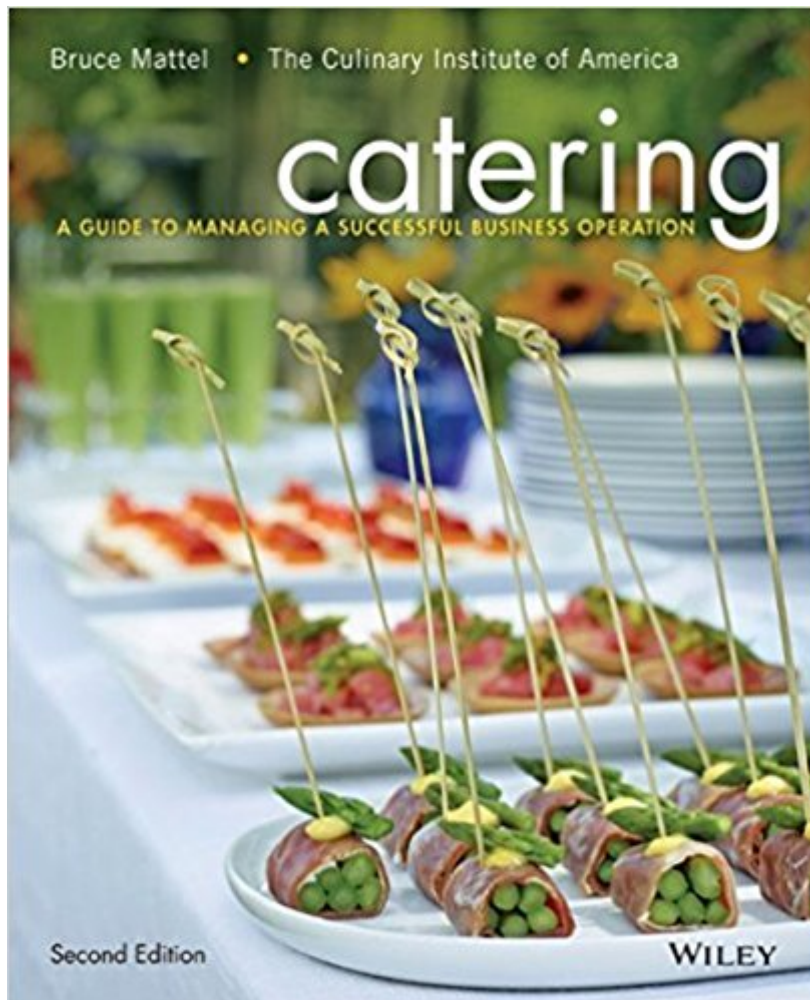




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Catering: A Guide To Managing A Successful Business Operation



Synopsis

Catering: A Guide to Managing a Successful Business Operation, Second Edition provides the reader with the tools to fully understand the challenges and benefits of running a successful catering business. Catering was written as an easy-to-follow guide using a simple step-by-step format and provides comprehensive coverage of all types of catering. This is a significant contrast to other texts which are geared to a specific segment of catering such as on-premise, off-premise, or corporate dining. The graduate who decides to enter into catering will be charged with providing the "restaurant" experience to their clients and optimizing profits for their employer. Catering will assist them in achieving these goals.

Book Information

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Customer Reviews

Great study tool.

Excellent guide for my job!

expected more pictures of buffets - this is more like a classroom book. i probably didn't read the description well enough.

This is an exceptional book for people just starting up a catering business. I really appreciate all the tips and ideas and the "little things" that you just don't think about. MichaelChampaign Catering[...]

Good

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