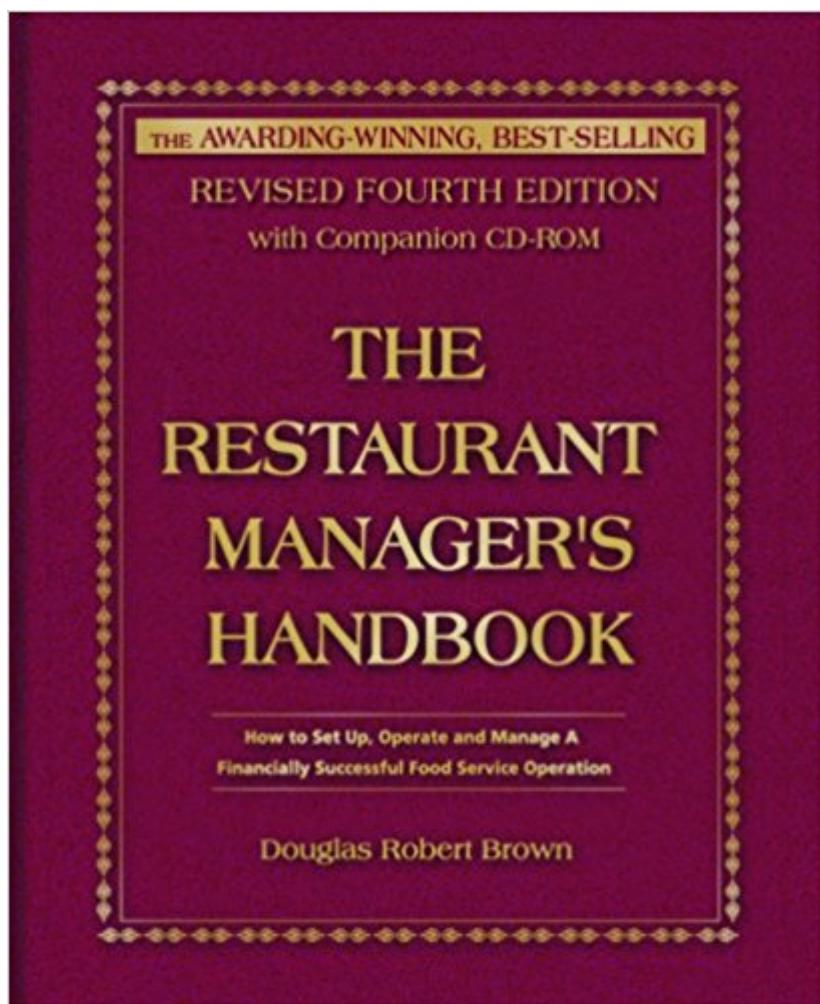


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The Restaurant Manager's Handbook: How To Set Up, Operate, And Manage A Financially Successful Food Service Operation 4th Edition - With Companion CD-ROM





Synopsis

The multiple award-winning Restaurant Manager's Handbook is the best-selling book on running a successful food service operation. Now in the 4th completely revised edition, nine new chapters detail restaurant layout, new equipment, principles for creating a safer work environment, and new effective techniques to interview, hire, train, and manage employees. We provide a new chapter on tips and IRS regulations as well as guidance for improved management, new methods to increase your bottom line by expanding the restaurant to include on- and off-premise catering operations. We've added new chapters offering food nutrition guidelines and proper employee training. The Fourth Edition of the Restaurant Manager's Handbook is an invaluable asset to any existing restaurant owner or manager as well as anyone considering a career in restaurant management or ownership. All existing chapters have new and updated information. This includes extensive material on how to prepare a restaurant for a potential sale. There is even a section on franchising. You will find many additional tips to help restaurant owners and managers learn to handle labor and operational expenses, rework menus, earn more from better bar management, and introduce up-scale wines and specialties for profit. You will discover an expanded section on restaurant marketing and promotion plus revised accounting and budgeting tips. This new edition includes photos and information from leading food service manufacturers to enhance the text. Anyone in the food service industry will rely on this book in everyday operations. Its 28 chapters cover the entire process of a restaurant start-up and ongoing management in an easy-to-understand way, pointing out methods to increase your chances of success and showing how to avoid the many mistakes arising from being uninformed and inexperienced that can doom a restaurateur's start-up. You will have at your fingertips profitable menu planning, sample restaurant floor plans and diagrams, successful kitchen management, equipment layout and planning, food safety, Hazardous and Critical Control Point (HACCP) information, and successful beverage management. Learn how to set up computer systems to save time and money and get brand new IRS tip-reporting requirements, accounting and bookkeeping procedures, auditing, successful budgeting and profit planning development. You will be able to generate high profile public relations and publicity, initiate low cost internal marketing ideas, and low- and no-cost ways to satisfy customers and build sales. The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a

renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed.

Book Information

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Customer Reviews

I'm going to recommend a wonderful source of information, everything a successful restaurant operation needs. The Restaurant Managers Handbook Food Industry News November 2002, Jim Contis Publisher New edition of a reference for professionals and newcomers to the field, provides step by step advice. 19 Chapters, CDROM. -- Reference & Research Book News, Inc. February 2003 The book focuses on how to setup, operate, and manage a financially successful foodservice operation. 600 pages, leatherette cover, CDROM. Restaurant Business Magazine, November 15, 2002 PMA Benjamin Franklin Award 2008 Career Finalist; Silver Award Winner - First Annual Axiom Business Book Awards; The National 2008 Indie Excellence Book Awards Reference Winner; 11th Annual Writer's Digest Winner for Reference Category; ForeWord Magazine 2007 Book of the Year Award Winner - Finalist; ForeWord Magazine 2007 Book of the Year Award Winner - Finalist; Silver Award Winner First Annual Axiom Business Book Awards; 2004 Writer's Notes 1st Runner Up in Reference Category; 2002 Ben Franklin Award Winner in Business Category --Book AwardsPMA

Benjamin Franklin Award 2008 Career Finalist; Silver Award Winner - First Annual Axiom Business Book Awards; The National 2008 Indie Excellence Book Awards Reference Winner; 11th Annual Writer's Digest Winner for Reference Category; ForeWord Magazine 2007 Book of the Year Award Winner - Finalist; ForeWord Magazine 2007 Book of the Year Award Winner - Finalist; Silver Award Winner First Annual Axiom Business Book Awards; 2004 Writer's Notes 1st Runner Up in Reference Category; 3002 Ben Franklin Award Winner in Business Category --Book Awards

Winner of the Prestigious Benjamin Franklin 2003 Book Award for Best Business Book of the Year: The Restaurant Manager's Handbook, Atlantic Publishing Group, Inc. Named in honor of America's most cherished publisher/printer, the Benjamin Franklin Award recognizes excellence in independent publishing. Top practitioners in each field classify books by genre and judge them on editorial content and design. Writers Notes Magazine Best Business book. Runner-Up Writer's Digest International Book Awards. Douglas R. Brown is a best-selling author in the area of food service management, having worked for both national chains and independent restaurants, as well as providing consulting services. He is the author of several new books and numerous articles on food service management. In 1982 he established Atlantic Publishing Group, Inc., and today the company is the leader in providing training materials including books, videos, posters, tools and software to the food service industry.

All I can say is truly the nuts and bolts with running a restaurant business, myself owner of a family restaurant 60+ years old bringing up to date with paperwork and forms especially the software aspect having someof these key elements in place is really a life saver great book for those of us with successful business and not alot of time thank god for the index because its a massive book with a chock full of information, for those that don't like the book I would lovfe to see their shop quite curious but its a lot of info, to say this book is for a novice, no its not, it will prevent the novice from making bad decisions right off the bat but the book to me in my opinion is for an established restaurateur. The only thing that I would like to see is more formulas. Other than that great book.

This 900 page monster should give me the information I'm looking for. Fair price, but could have been a bit better. You can't put a price on knowledge and experience. Came a week early! Well packaged!

Let me start out by saying I am not a pro in the food industry. I have always had an interest in

having a little sandwich shop. But I got cold feet because so many fold after a short period of time. This book will explain why. I think this book is a must have for anyone starting out. I think pros would like it too, but you would have to ask one. Let me just say that if this book got lost I would buy another right away. You can't go wrong buying it.

Amaizing book , all the information you need .

Excellent

It contains an abundance of information to aid me in establishing a pathway to my dreams!

It's a great book with very detailed information and introduction about food realm. Like it and Recommend it!!!!!!

Was the perfect tool to help me develop the Operation's Manual. I learned so many details about the business, better the service and customers returned 50% more.

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