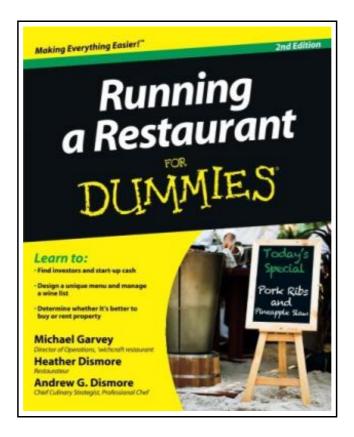
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RUNNING A RESTAURANT FOR DUMMIES (2ND REVISED EDITION)



John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Running a Restaurant For Dummies (2nd Revised edition), Michael Garvey, Andrew G. Dismore, Heather H. Dismore, The easy way to successfully run a profitable restaurantMillions of Americans dream of owning and running their own restaurant -- because they want to be their own boss, because their cooking always draws raves, or just because they love food. Running a Restaurant For Dummies covers every aspect of getting started for aspiring restaurateurs. From setting up a business plan and finding financing, to designing a menu and dining room, you'll find all the advice you need to start and run a successful restaurant. Even if you don't know anything about cooking or running a business, you might still have a great idea for a restaurant -- and this handy guide will show you how to make your dream a reality. If you already own a restaurant, but want to see it get more successful, Running a Restaurant For Dummies offers unbeatable tips and advice for bringing in hungry customers. From start to finish, you'll learn everything you need to know to succeed. * New information on designing, re-designing, and equipping a restaurant with all the essentials--from the back of the house to the front of the house * Determining whether to rent or buy restaurant property * Updated information on setting up a bar and managing the wine list * Profitable pointers on improving the bottom line * The latest and greatest marketing and publicity options in a social-media world * Managing and retaining key staff * New and updated information on menu creation and the implementation of Federal labeling (when applicable), as well as infusing local, healthy, alternative cuisine to menu planning Running a Restaurant For Dummies gives you the scoop on...



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