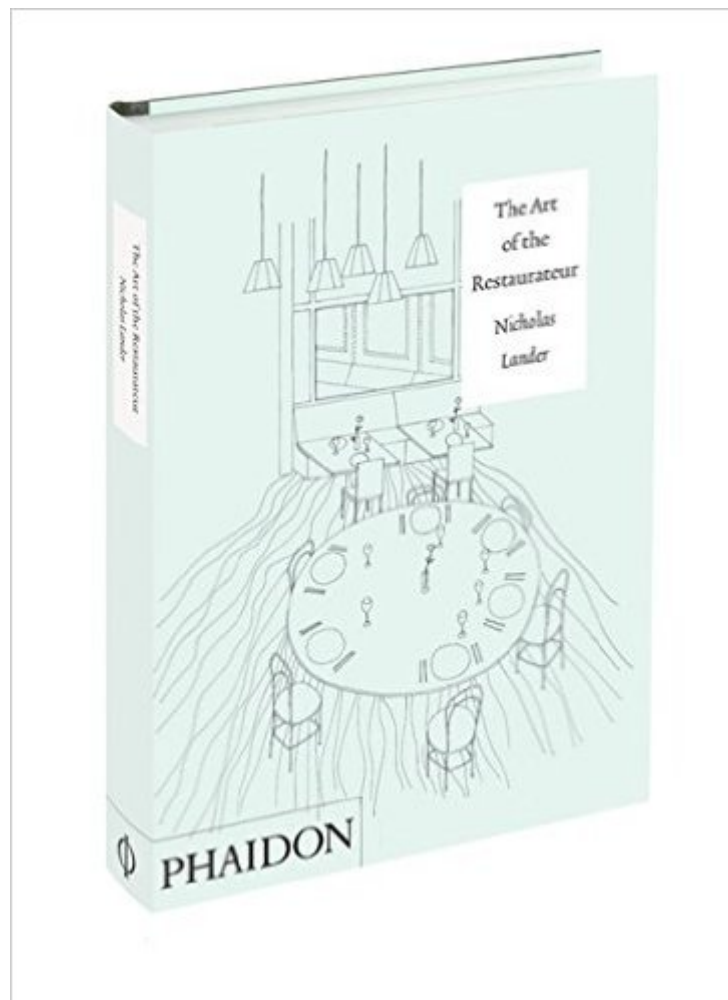


The book was found

The Art Of The Restaurateur



Synopsis

Until 30 years ago, restaurateurs were considered the most important figures in any restaurant's success, with chefs consigned to the kitchen. This process began to change with the elevation of chef-patron Paul Bocuse in the late 1970s, and has continued with the rise of the celebrity chef. Restaurateurs are hugely important but rarely written about and significantly under-appreciated. The profession, other than its commercial and social aspects, has a fundamental human appeal: restaurateurs derive their name and profession from the French verb restaurer when their role was to restore the health of travellers battered by the potholes of French roads in the early 19th century. The role has changed a lot since then, and continues to evolve in fascinating ways."

Book Information

Hardcover: 352 pages

Publisher: Phaidon Press; First Edition edition (September 17, 2012)

Language: English

ISBN-10: 0714864692

ISBN-13: 978-0714864693

Product Dimensions: 7.2 x 1.2 x 10 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (14 customer reviews)

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Customer Reviews

Quite simply the most interesting look into the art that is running a restaurant. Like masters in any other field, those few truly elite restaurateurs share a combination of passion, skill, and years of experience obsessively pursuing their craft. In this case-study of sorts, Nick Lander (a huge success both as a restaurateur, and as a Food/Restaurant writer) takes us inside the world of some of the greatest restaurant creators he's come across in his long international career covering the subject. I came across this book by chance, picked it up without knowing much of Mr. Lander, and within the first few pages I knew I had stumbled onto a gem. Not a restaurateur myself, but I have tasted success in another field where passion is the number one ingredient. Lander peels back the layers and understands how to get to the heart of what has made each of his subjects the amazing

successes that they are. His prose does equal justice to the talent he is describing. A great read on its own literary merits, an indispensable volume for anyone in the food industry.

Excellent read for anyone thinking seriously about restaurant business. Too many dreams are broken; too many emotional scars created and money lost in this industry and still many jump right in without the proper tools, knowhow, teams, etc. Knowing how to cook, even having a talent for creating incredible recipes is one thing...starting a restaurant is an entirely different creature. This is one of at least 3 books I would recommend to anyone thinking about getting in....

Bought this for my son who is the chef/owner of a very busy 5-star fine dining restaurant. Content is creative, insightful and represents the full span of the restaurateur's sumptuous work. Given the demands of the industry, and passion one must have to be wildly successful, this book offers educational value on a topic chef/owners, in particular, thrive on but rarely have enough time to study. Informative, beautifully and skillfully written and sets both life and work in the context of the extremely demanding business. This handsome book is a fitting tribute to all those who bring joy to others through their God given talent and sweat in the kitchen.

This book has taught me more about my profession than I could have ever imagined. I have studied it like a textbook. I practice the techniques and philosophies outlined in this book on a daily basis. I can tell you my confidence and vision has skyrocketed to new levels after hours of studying. I now have the intimate knowledge possessed by some of the greatest restaurateurs the world has ever seen. The Art of the Restaurateur has inspired me to push myself to the next level. This is the book you haven't been waiting to read. I believe anyone who has visited a restaurant can find something to appreciate in this work. So many different topics are presented throughout. I thank Lander for shining a light on the men and women who put the thousands of moving pieces that each restaurant contains together.

My son is a culinary chef who now manages a banquet hall in a hotel. He wishes to open a restaurant in the future. He specifically asked for this book. Can't say how it is being that I've only glanced at it, but if he asked for it, it means good reading and information. Delivered nicely as well.

Any one that is interested in restaurants, either as a business or just as a pleasure must read this book. Full of excellent points of what makes the "difference" between a restaurant or a "great

experience restaurant". How restaurants fail or succeed and the passion to serve the customers.

I think the greatest quality in Nick Lander's book is that it was written focusing on the restaurateur - not on the chef. A very pleasurable reading and highly recommended.

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