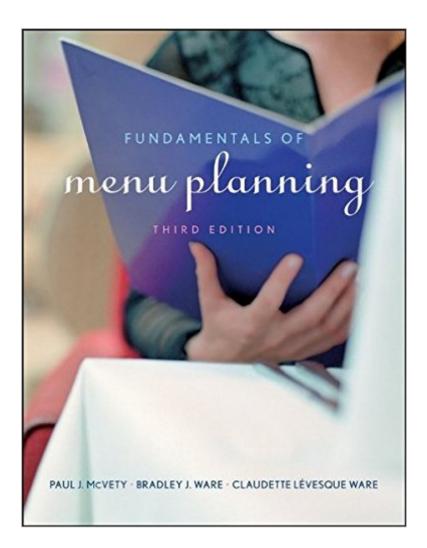
The book was found

Fundamentals Of Menu Planning





Synopsis

Fundamentals of Menu Planning, Third Edition presents a complete overview of key aspects of menu planning, including designing, writing, costing, marketing, and merchandising a menu. Reflecting the latest menu trends in the restaurant industry, the authors show how research, surveys, and sales analysis are key to menu planning and design. With updated nutrition and menu planning information, an expanded collection of sample menus, new appendices and resources, numerous forms, tables, and worksheets, and more practice problems, this guide is key to the success of the overall foodservice enterprise.

Book Information

Paperback: 272 pages Publisher: Wiley; 3 edition (March 3, 2008) Language: English ISBN-10: 0470072679 ISBN-13: 978-0470072677 Product Dimensions: 8.5 x 0.6 x 10.8 inches Shipping Weight: 1.4 pounds (View shipping rates and policies) Average Customer Review: 4.7 out of 5 stars Â See all reviews (10 customer reviews) Best Sellers Rank: #221,933 in Books (See Top 100 in Books) #40 in Books > Cookbooks, Food & Wine > Entertaining & Holidays > Tablesetting #413 in Books > Business & Money > Industries > Hospitality, Travel & Tourism #6076 in Books > Textbooks > Business & Finance

Customer Reviews

I have been doing a study on menu development, design, costing, and many other aspects of menus and marketing. This may be a good text if you have a lecture to go along with it but standing by itself it is not as informative nor as specific as others offered on .I strongly suggest checking it out at the local library or get it via inter-library loan. I would not recommend buying it unseen.Other books cost less and provide more detailed and very specific information needed by someone preparing a menu.

Ordered this book because it was cheaper than getting it on campus. Had to have it for a required course.Really interesting book if you're interested in opening a restaurant!

Why I chose this book well cause I'm learning to become a chef and this book was the only one I

Came in great condition. No missing or torn pages even though I bought it used. I used this for my menu planning classes at college and it was very helpful and informative.

Required purchase for my son at college

Download to continue reading...

Fundamentals of Menu Planning Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1) Agile Product Management: (Box Set) Agile Estimating & Planning Your Sprint with Scrum and Release Planning 21 Steps (agile project management, agile software ... agile scrum, agile estimating and planning) Event Planning: Event Planning and Management - How to Start Successful Event Planning Business! Menu Design in America, 1850-1985 The New Passover Menu Russel Wright's Menu Cookbook: A Guide to Easier Entertaining Best Body Cookbook & Menu Plan: You're 52 days away from Your Best Body Cooking the West African Way (Easy Menu Ethnic Cookbooks) The Oldways 4-Week Mediterranean Diet Menu Plan: Make Every Day Mediterranean Cooking the Turkish Way (Easy Menu Ethnic Cookbooks) Chez Panisse Menu Cookbook Meal Planner: Weekly Menu Planner with Grocery List [Softback * Large (8" x 10") * 52 Spacious Records & more * Carnival] (Food Planners) World Politics: The Menu for Choice Cooking the Italian Way (Easy Menu Ethnic Cookbooks) Cooking the African Way (Easy Menu Ethnic Cookbooks) Cooking the Russian Way (Easy Menu Ethnic Cookbooks) Cooking the Korean Way (Easy Menu Ethnic Cookbooks) Cooking the Hungarian Way (Easy Menu Ethnic Cookbooks) Menu: Pricing and Strategy

<u>Dmca</u>