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NEW!
The Professional Chef
Eighth Edition
The Culinary Institute of America
1232 pp. • Cloth • August 2006


The Professional Chef, the official text of The Culinary Institute of America’s culinary degree program, has taught tens of thousands of chefs the techniques and fundamentals that have launched their careers. This comprehensive “bible for all chefs” [Paul Bocuse] has been thoroughly revised, reorganized, and expanded to reflect the way people cook and eat today. This edition:

• Features three brand-new chapters on the culinary traditions of the Americas, Asia, and Europe
• Includes nearly 650 all-new color photographs of fresh food products, step-by-step techniques, and plated dishes, along with easy-to-follow color charts, maps, and illustrations
• Offers more than 640 classic and contemporary recipes plus variations
• Contains essential information on tools and ingredients, nutrition, and food and kitchen safety


NEW! AVAILABLE DECEMBER 2007
Techniques of Healthy Cooking
Third Edition
The Culinary Institute of America
592 pp. • Cloth • December 2007


Techniques of Healthy Cooking is the newest, most comprehensive guide to healthy cooking in a professional setting. The book includes straightforward information on nutritional basics like types of nutrients and how they function in the body, reading and using food labels, caloric intake recommendations, and planning recipes and menus around various dietary guidelines. Also included is detailed information on ingredients, serving sizes, food safety from preparation to plating, and nutrition-related conditions like diabetes, obesity, and hypertension.

• Includes detailed information on developing healthy cooking in all types of operations, from fine-dining, quick-service, and family-service establishments to hospitals, cafeterias, and more
• This edition draws on the new USDA food guide pyramid and the latest dietary guidelines, doctor recommendations, and health and exercise findings
• Extensive glossary explains basic terms and concepts
• The book provides 300 delicious recipes - 100 all-new - including nutrition information and optional modifications
• Recipes are accompanied by vibrant full-color photography throughout, including 150 plated food shots and 50 dynamic process shots that demonstrate the tools, equipment, and techniques of healthy cooking

NEW!
The Book of Yields CD-ROM
Seventh Edition
Single-User Version
Francis T. Lynch
September 2007

The revised edition of The Book of Yields CD-ROM contains exactly the information users need to utilize the comprehensive database of accurate food measurements of over 1,000 raw ingredients. A user can enter the amount he or she wants to use [raw, trimmed, or cooked volumes, counts, or weights] and with one-click convert the As-Served amount to the correct As-Purchased amount. This powerful CD-ROM saves conversion calculations to a printable purchase list; enables total freedom when choosing recipe ingredient measures; includes food specification footnotes, clear costing, and purchasing formula explanations and examples; and features an Ingredient Search and Conversion Calculator (US to US, US to metric, metric to metric).

Order the text/CD-ROM package at a discount! Ask your Wiley representative for details!

Visit our Virtual Bookfair
2 • Wiley Hospitality, Culinary Arts & Tourism Catalog 2007

Professional Cooking
Sixth Edition
Wayne Gisslen
1088 pp. • Cloth • 2006
Instructor's CD-ROM:
Instructor's Manual with Study Guide Solutions:
Text + Study Guide Package:
WebCT Student Access Card + Text:
Blackboard Student Access Card + Text:
Visit wiley.com/college/solutions for WebCT and Blackboard information.

Wayne Gisslen’s Professional Cooking has helped train hundreds of thousands of students and professional chefs with clear, in-depth instruction on the cooking theories and techniques successful chefs need to meet the demands of the professional kitchen. Now, with 1,100 recipes and more information than ever before, this beautifully revised and updated Sixth Edition helps culinary students and aspiring chefs gain the tools and confidence they need to succeed as they build their careers in one of the fastest growing and exciting fields today.

Key features of this new Sixth Edition include:
• Over 100 new, fully tested recipes
• A brand new chapter on vegetarian cuisine, featuring different types of vegetarian diets
• Nearly 1,200 illustrations – including over 200 new photographs that highlight ingredients, step-by-step techniques, and plated dishes in splendid visual detail
• Completely revised, updated, and expanded vegetable chapters feature additional product identification and cooking techniques, as well as new recipes
• Revised and expanded nutrition chapter features the new USDA nutritional guidelines
• Stunning new design – helpful sidebars, clear procedure sequences and professional recipe format meet the needs of today’s students
• New Culinair-E Companion™ recipe management software – packaged with every copy of the text – features user friendly navigation and robust content

Professional Cooking provides a fully developed ancillary package, including a Student Study Guide, Instructor’s Manual with Study Guide Solutions, Instructor’s CD-ROM, and a companion Web site (wiley.com/go/gisslen) featuring valuable resources for planning and teaching, including a password-protected online Instructor’s Manual, PowerPoint® slides, test bank, and text images.
The Organic Cook’s Bible
How to Select and Cook the Best Ingredients on the Market
Jeff Cox
560 pp. • Cloth • 2006

Escoffier
The Complete Guide to the Art of Modern Cookery
H. L. Cracknell and R. J. Kaufmann
646 pp. • Cloth • 1983

The Professional Chef’s Knife Kit
The Culinary Institute of America
ISBN-10: 0-471-34997-6
160 pp. • Paper • 1999

The New American Chef
Cooking with the Best of Flavors and Techniques from Around the World
Andrew Dornenburg and Karen Page
ISBN-10: 0-471-36344-8
448 pp. • Cloth • 2003
Culinary Artistry
Andrew Dornenburg and Karen Page
448 pp. • Paper • 1996

Essentials of Professional Cooking
Wayne Gisslen
704 pp. • Cloth • 2003
Instructor’s Manual:
ISBN-13: 978-0-47-5423-

Advanced Professional Cooking
Wayne Gisslen
ISBN-10: 0-471-83683-4
672 pp. • Cloth • 1992
Instructor’s Manual:

Quantity Food Production, Planning, and Management
Third Edition
John B. Knight and Lendal H. Kotschevar
ISBN-10: 0-471-33347-6
512 pp. • Cloth • 2000
Instructor’s Manual:
NEW! AVAILABLE FALL 2007

In the HANDS of a CHEF
The Professional Chef’s Guide to Essential Kitchen Tools
The Culinary Institute of America

176 pp. • Paper • December 2007

A new approach to the CIA’s The Professional Chef’s Knife Kit, In the Hands of a Chef reveals how professional chefs use their revered kitchen tools in restaurants and at home, and is told through interviews with the chefs themselves. In addition to specific techniques such as mincing an onion or boning a leg of lamb, In the Hands of a Chef focuses on the types of tools necessary in the kitchen, the parts of these tools, characteristics of a good knife, and what to look for when purchasing knives and other kitchen tools.

• Students learn the proper use of a tool, its history, materials used in making it, and the technological advances affecting kitchen tools over time
• Black and white photographs illustrate the tool being used by chefs
• Including knife skills, readers get a glimpse of chefs’ secrets in the kitchen


NEW!
Working the Plate
The Art of Food Presentation
Christopher Styler

200 pp. • Cloth • September 2006

This gorgeous full-color book clearly illustrates different styles of food presentation. Content is divided into styles of plate presentation, such as Minimalist, Artistic, Dramatic, and Contemporary European, and each chapter includes background information on the plating as well as essays from the star chefs who originated and developed it.

Working the Plate:
• Provides stunning photographs for each plating suggestion, showing how a plate is constructed and illustrating the technique used, followed by a full-page shot of the finished dish
• Includes several examples of each plating genre, including easy, step-by-step instructions
• Features a number of contributing chefs, including Andrew Carmellini, Marcus Samuelsson, Tadashi Ono, and Terrance Brennan
• Includes recipes for featured dishes

NEW!

Handheld Computers for Chefs
Susan Sykes Hendee and Mohammad Al-Ubaydli

168 pp. • Paper • February 2007

Handheld computer technology is an affordable, powerful, easy, and effective tool for chefs and foodservice professionals to use in organizing their ingredients lists, purchase orders, and even recipes. Handheld Computers for Chefs introduces the multipurpose use of handheld computers to the foodservice and culinary industry. The easy-to-use guide examines the PDA’s multiple uses, such as managing schedules, recipe databases, and menus as well as applications for the front of the house and compatibility with POS systems.

- A comprehensive guide to getting the most out of the PDA in the foodservice industry.
- Proven format for teaching novice technology users and experts alike.
- First book in the market to highlight the use of handheld computers in foodservice and culinary professions.
- Detailed explanations of applications for handh olds, including reference tools, purchasing, POS systems, and more.
- Real-world cases provide readers with background and tips on use of the PDA in business situations.


The Visual Food Encyclopedia
The Definitive Practical Guide to Food and Cooking
François Fortin and Serge D’Amico
ISBN-10: 0-02-861006-7
688 pp. • Cloth • 1996


The Spice Lover’s Guide to Herbs and Spices
Tony Hill
ISBN-10: 0-7645-9739-6
422 pp. • Paper • 2005

Kitchen Essentials

The Complete Illustrated Reference to the Ingredients, Equipment, Terms, and Techniques used by Le Cordon Bleu

Le Cordon Bleu

256 pp. • Cloth • 2000


Sauces

Classical and Contemporary Sauce Making

James Peterson

624 pp. • Cloth • 1998


The Chef's Companion

A Culinary Dictionary

Third Edition

Elizabeth Riely

368 pp. • Paper • 2003


Melissa’s Great Book of Produce

Everything You Need to Know about Fresh Fruits and Vegetables

Cathy Thomas and Nick Koon

ISBN-10: 0-7645-7187-7
336 pp. • Cloth • 2006

NEW! AVAILABLE DECEMBER 2007

Garde Manger

The Art and Craft of the Cold Kitchen

Third Edition

The Culinary Institute of America

592 pp. • Cloth • December 2007


With 540 inspiring recipes, Garde Manger, Third Edition is the most extensive reference book available on the subject. This comprehensive book covers a range of topics, from salads and sandwiches to hors d’oeuvres and appetizers – all the hot and cold food preparation knowledge the skilled garde manger needs. More than 300 photographs by award-winning photographer Ben Fink show finished dishes and important techniques to help students visualize many key concepts, from curing salmon and bacon to making and decanting flavored oils.

Revisions in this Third Edition include:

• 100 all-new recipes
• New content on micro greens; international sandwiches; brining ratios; fermented sausages; artisanal American cheeses; tapas tasting menus; savory sorbets; new caviar options; breakfast buffets; raw bar, pasta, and omelet buffet stations; and ice carving
• 250 all-new process photos showing step-by-step techniques, and 75 beauty shots of finished dishes


The Professional Chef's Art of Garde Manger

Fifth Edition

Frederic H. Sonnenschmidt and John F. Nicolas

304 pp. • Cloth • 1992

To achieve the artistry, creativity, and cooking sensitivity necessary to build memorable buffets, a la carte appetizers and salads, culinarians have turned to The Professional Chef's Art of Garde Manger for many years. This text includes step-by-step coverage of the fundamentals of emulsion, roasting, poaching, sautéing, and baking, as well as tested techniques for carving fruits and vegetables, creating sculptures and centerpieces from ice or tal-low, making sausages, and smoking fish.

NEW! AVAILABLE FALL 2007

How Baking Works
Exploring the Fundamentals of Baking Science
Second Edition
Paula Figoni

416 pp. • Paper • September 2007


This book takes the future pastry chef and baker through the major ingredient groups, explaining how sweeteners, fats, milk, leavening agents, and other ingredients work. New to the edition, the book provides expanded end-of-chapter exercises and lab experiments to reinforce concepts. It features in-depth coverage of the “whys” of baking, taking students beyond the basic techniques. Its ingredient-oriented approach explains how sweeteners, fats, leavening agents, and other ingredients work, and applies that knowledge to food products.

- Introduces the student to the role of key ingredients, their functions and how they react with each other in a baking formula
- Includes a lab manual that consists of lab experiments to correlate with each chapter
- Strong pedagogy including chapter objectives, clear text, end-of-chapter review questions and lab experiments that reinforce key concepts
- Accompanied by a full instructor ancillary package of PowerPoint slides, test questions, and an Instructor's Manual with additional experiments and projects for students


Professional Baking
Fourth Edition
Wayne Gisslen

736 pp. • Cloth • 2004


wiley.com/go/gisslen

Considered the baker’s bible, Professional Baking contains even more expertise and formulas for the aspiring professional in this updated Fourth Edition. Offering complete, step-by-step instruction on making the full range of baked goods from cakes, pies, and pastries to artisan breads and more, this updated edition also includes:

- Superb photographs and illustrations - more than 500 inspiring color photographs of techniques and finished dishes, including 175 new to this edition, and 50 illustrations and diagrams showcasing procedures and finished dishes
- More than 750 classic and creative formulas to explore
- New chapters on artisan bread baking and baking equipment, plus new material on plating techniques for restaurant-style desserts
- New recipe ideas and practical applications fill the book and give students the tools to expand their skill set


Visit our Virtual Bookfair
The Baker’s Manual
Fifth Edition
Joseph Amendola and Nicole Rees
ISBN-10: 0-471-40525-6
336 pp. • Paper • 2002

Understanding Baking
Third Edition
Joseph Amendola and Nicole Rees
288 pp. • Paper • 2002

Baking and Pastry
Mastering the Art and Craft
The Culinary Institute of America
ISBN-10: 0-471-44382-4
880 pp. • Cloth • 2004
Student Workbook:
ISBN-10: 0-7645-6967-8
Instructor’s Manual:

Bread
A Baker’s Book of Techniques and Recipes
Jeffrey Hamelman
432 pp. • Cloth • 2004
NEW!
The Art of the Dessert
Ann Amernick
384 pp. • Cloth • April 2007

In *The Art of the Dessert*, Ann Amernick, “one of the best cake makers in America,” combines special occasion baking with desserts that have more homey origins. This book brings together a strong foundation in fundamental techniques with Amernick’s well-regarded personal style. Chapters include Cakes and Tortes, Pies and Tarts, Cookies and Candies, Cold Desserts, Warm Desserts, and Dessert Sandwiches. Recipes include Chocolate Raspberry Torte, Pumpkin Custard Napoleon, and Amaretto Nougat Cups. Professionalism is Amernick’s signature style, and she is able to elevate even the humblest of family desserts to new, more creative levels.

- Nominated four times for the James Beard “Pastry Chef of the Year” Award, Amernick is the former assistant pastry chef at the White House as well as being a chef at several well-regarded Washington D.C. restaurants, including Citronelle, Cashions, Red Sage, and currently Palena. Chocolatier magazine celebrated Amernick’s career achievements in its “America’s 10 Best Pastry Chefs” article, touting her “Twin Truffles” as the epitome of showpiece desserts that “taste as phenomenal as they look”
- Includes 96 recipes appropriate for the home baker and the pastry chef including Apple Marmalade Sandwich, Double Coconut Custard Cups, and Caramel Nut Cake
- 4-color photographs illustrate desserts from the book


NEW!
Savory Sweets
From Ingredients to Plated Desserts
Amy Felder
272 pp. • Paper • February 2007

The pastry chef’s key to the culinary side of the kitchen, *Savory Sweets* offers a complete, systematic discussion of flavor, techniques, and ingredients, then puts the discussion into practice using specific plated desserts. Author, chef, and acclaimed teacher Amy Felder brings together the culinary and pastry realms, giving students and professional chefs a new, up-to-date approach to flavor. Though the book comes from a baking perspective, culinary chefs will also find the discussion of savory flavors and fusion cuisine extremely useful.

- Provides students with a scientific explanation of taste, and then establishes concepts of flavor and overall plate profile
- Utilizes cooking methods to show what they can offer in creating plated desserts, including sauce work and manipulation of texture
- Includes a detailed analysis of eight plated desserts that utilizes modern pastry techniques such as aromas, foams, and flavored waters
- Helps build a relationship between culinary arts and pastry by its discussions on the differences and similarities of these two aspects of the kitchen

NEW!

Professional Cake Decorating
Toba M. Garrett
368 pp. • Cloth • August 2006

Professional Cake Decorating is the first guidebook, reference, and at-your-fingertips resource to the special methods and techniques unique to cake decorating. Using more than 200 step-by-step and finished cake color photographs, as well as over 125 illustrations, this highly visual book covers a wealth of techniques for cake borders, piped flowers, cake writing and piping, royal icing designs, marzipan fruits and figurines, rolled icing, floral patterns, petit fours, gum paste floral art and design, and much more. Professional Cake Decorating is:

• A comprehensive set of lessons designed to teach the skills needed in cake decorating, including basic, intermediate, and advanced piping skills; hand modeling; and gum paste flowers
• A powerful tool for making dramatic improvements in the overall look and design of cakes
• A valuable training handbook and resource for bakers and decorators
• A comprehensive reference of successful professional skill sets


NEW!

Chocolates and Confections
Formula, Theory, and Technique for the Artisan Confectioner
Peter P. Greweling and The Culinary Institute of America
400 pp. • Cloth • February 2007

This book combines artisan confectionery techniques with accessible explanations of the theory and science as well as formulas for use in production. Fundamental information for the confectioner includes ingredient function and use, chocolate processing, and artisan production techniques. The book contains 140 formulas and variations for beautiful confections, including dairy-based centers, crystalline and noncrystalline sugar confectionery, jellies, and nut center and aerated confections.

• The all-encompassing, category-defining work from The Culinary Institute of America
• Features 12 chapters on different categories of candy making, including ingredient and tool information, packaging and storage, crystalline and non-crystalline confections, and cream and butter ganache, among others
• Enhanced accessibility with troubleshooting tables for quick and reliable access and a detailed confectionary glossary
• Features 162 gorgeous four-color photos of process and finished products as well as 21 line drawings
• The book fills a hole in the market for professional confectioners at a time when the trade is poised for a renaissance in public awareness and status, and for a revival in the use of traditional techniques to produce world-class products

The Cake Book
Tish Boyle
384 pp. • Cloth • 2006

The Advanced Professional Pastry Chef
Bo Friberg
864 pp. • Cloth • 2003

The Professional Pastry Chef
Fundamentals of Baking and Pastry
Fourth Edition
Bo Friberg
1040 pp. • Cloth • 2002
The Professional Pastry Chef, Fourth Edition presents comprehensive coverage of basic baking and pastry techniques in a fresh and approachable way. The book provides encyclopedic guidance on everything from mise en place preparation and basic doughs to new chapters covering flatbreads, crackers, and homestyle desserts. The book features more than 650 recipes, 100 color photographs, and illustrated step-by-step instructions on American applications of European techniques.

Visit our Virtual Bookfair
NEW! AVAILABLE SUMMER 2007

Fish Forever
The Definitive Guide to Understanding, Selecting, and Preparing Healthy, Delicious, and Environmentally Sustainable Seafood
Paul Johnson
448 pp. • Cloth • June 2007

Fishmonger and former chef Paul Johnson has spent over 25 years supplying top chefs with high-quality, sustainably-caught seafood. In this book, Johnson provides all the answers a cook could need on preparing delicious, safe, environmentally-friendly fish and shellfish. The book includes a breakdown of fish species with details on each fish's biology, how it may be caught, health and environmental issues, purchasing and cooking recommendations, and nutrition information.

- A one-stop guide to fish and shellfish, with comprehensive information on the varieties of seafood available, how to select healthy, non-endangered seafood, and how to prepare fish and shellfish in simple, delicious ways
- Demystifies the health concerns surrounding certain species of fish
- Includes 93 recipes as well as useful charts and tables, 23 step-by-step technique photos, and 63 full-color insert photos

CONTENTS:

Seafood Handbook
Diversified Business Communications
256 pp. • Paper • 2005

The most comprehensive guide to sourcing, buying, and preparing seafood, Seafood Handbook contains over 700 species of finfish and shellfish from around the globe. It offers details on sourcing, cooking, nutrition, product forms and seasonal availability for each species and is formatted to be a quick and easy-to-use reference tool.

This helpful guide features:
- More than 100 species of finfish and shellfish
- Details on sourcing, cooking, nutrition, product forms, and seasonal availability for each species
- Scientific, market, and common names, as well as species names in French, German, Italian, Japanese, and Spanish
- Two oversized reference posters are included with each book

The Meat Buyer’s Guide

Beef, Lamb, Veal, Pork, and Poultry
North American Meat Processors Association
336 pp. • Paper • 2006

For over 40 years, North American Meat Processors Association [NAMP] has provided the industry with reliable guidelines for purchasing meat. The Meat Buyer’s Guide: Beef, Lamb, Veal, Pork, and Poultry maintains the authoritative information professionals expect, and by including The Poultry Buyer’s Guide in this new edition, it offers a complete, single source reference for every facility’s meat buying needs. The most comprehensive and complete meat identification manual ever published for the foodservice industry, this authoritative guide contains more than 350 illustrated cuts, buying and ordering procedures, nutrition data, food safety, USDA grading standards, and NAMP/IMPS identification numbers. It features:

• More than fifty new cuts of beef, lamb, veal, pork, and poultry
• Over sixty new color photographs
• Updated information on packaging, food safety, nutrition, and cooking
• New trim, cut, and processing options

CONTENTS:

American Regional Cuisine

Second Edition

The Art Institutes™
576 pp. • Cloth • 2006

American Regional Cuisine celebrates the diversity, distinction, and delectable essence of American cooking. This Second Edition is both a goldmine of attention-getting recipes and a guidebook to the finest regional American cooking. It features sweet and savory recipes for over 250 of the most popular and memorable dishes from eleven regional culinary traditions - including Cajun and Creole, Tex-Mex, California and Hawaii, and the Pacific Northwest. Organized by region, these recipes are drawn from every part of the menu, offering a range of complete meals for each culinary style. This Second Edition:

• Covers the history, culture, and evolution of the different cuisines in each region of America
• Features over 250 recipes - 150 new to this edition
• Features a wealth of fascinating history about each region
• Includes more than 40 color photographs showing cooking techniques and finished dishes
• Includes maps of each region to create a context for the recipes

CONTENTS:
NEW! American Dietetic Association Complete Food and Nutrition Guide
Revised and Updated Third Edition

Roberta Larson Duyff and American Dietetic Association

688 pp. • Paper • September 2006

A consistent bestseller, with more than 75,000 copies sold of the previous editions, this award-winning guide from the world’s most prestigious group of nutritionists provides families with authoritative, reliable information on food and nutrition. This new edition is updated to explain and demystify the USDA’s 2005 Dietary Guidelines. It also contains revisions throughout based on the latest nutrition research, including new or expanded information on women’s health and nutrition, nutrition for children, nutrition supplements, food allergies and intolerances, food-borne bacteria, antioxidant-rich foods, weight management, and the fascinating link between flavor and nutrition. The American Dietetic Association is the world’s largest and most distinguished group of food and nutrition professionals.


NEW! AVAILABLE DECEMBER 2007
Techniques of Healthy Cooking
Third Edition

The Culinary Institute of America

592 pp. • Cloth • December 2007


Techniques of Healthy Cooking is the newest, most comprehensive guide to healthy cooking in a professional setting. The book includes straightforward information on nutritional basics like types of nutrients and how they function in the body, reading and using food labels, caloric intake recommendations, and planning recipes and menus around various dietary guidelines. Also included is detailed information on ingredients, serving sizes, food safety from preparation to plating, and nutrition-related conditions like diabetes, obesity, and hypertension.

• Includes detailed information on developing healthy cooking in all types of operations, from fine-dining, quick-service, and family-service establishments to hospitals, cafeterias, and more
• This edition draws on the new USDA food guide pyramid and the latest dietary guidelines, doctor recommendations, and health and exercise findings
• Extensive glossary explains basic terms and concepts
• The book provides 300 delicious recipes - 100 all-new - including nutrition information and optional modifications
• Recipes are accompanied by vibrant full-color photography throughout, including 150 plated food shots and 50 dynamic process shots that demonstrate the tools, equipment, and techniques of healthy cooking

NEW!

Nutrition

Science and Applications

Lori A. Smolin and Mary B. Grosvenor


912 pp. • Cloth • December 2006

Visit wiley.com/college/smolin for more information about supplements.

This introductory nutrition text is intended for a first course in nutrition taken by anyone from non-science majors to nutrition majors. It teaches students the basic principles of nutrition science and how to apply them to food choices, as well as nutrition information they encounter. By integrating the theme of choice throughout, Nutrition: Science and Applications helps students understand that each dietary choice makes up only one component of an overall diet. The text uses an integrated approach by incorporating health and disease, metabolism, cultural diversity, and life stage topics into each chapter.

CONTENTS:

ALSO AVAILABLE

Nutrition

Everyday Choices

Mary B. Grosvenor and Lori A. Smolin


672 pp. • Paper • 2005

Nutrition for Foodservice and Culinary Professionals

Sixth Edition

Karen Eich Drummond and Lisa M. Brefere


688 pp. • Cloth • 2006


Text + Study Guide Package:

WebCT Student Access Card + Text:

Blackboard Student Access Card + Text:

Total Dietary Assessment CD-ROM + Text:

Visit wiley.com/college/solutions for WebCT and Blackboard information.

Nutrition for Foodservice and Culinary Professionals, Sixth Edition is the must-have reference for the most thorough, up-to-date information on nutrition and diet. New and expanded material in this Sixth Edition addresses important topics such as the 2005 Dietary Guidelines for Americans, MyPyramid, balanced menu options and recipe ideas for morning and afternoon breaks, basic principles of food presentation, meeting special dietary needs, weight management, and much more!

CONTENTS:

Endorsed by the American Culinary Federation
THE SERVSAFE® PROGRAM

The ServSafe® program is the restaurant and foodservice industry's leading food safety training solution. The ServSafe program is more than a certification. It's a mindset, a higher standard of training. The leading force and steward of the foodservice and restaurant industry created it, so it's something you can trust.

The ServSafe training program:

- Teaches future employees and managers basic food safety concepts
- Helps future managers and employees protect against foodborne illness outbreaks
- Helps reduce liability risks
- Helps minimize insurance costs
- Enables participants to demonstrate a commitment to food safety

Managers rely on the ServSafe program to protect their business. More than 2.4 million ServSafe Food Protection Manager Certifications have been awarded. The Examination is accredited by the American National Standards Institute (ANSI)–Conference for Food Protection (CFP). ServSafe is recognized by more jurisdictions than any other manager food safety training and certification program in the United States.

New to The Fourth Editions of ServSafe Coursebook and ServSafe Essentials:

- 2005 FDA Food Code updates
- Expanded sections on HACCP, active managerial control, crisis management, and produce management
- New real-world case studies from multiple industry segments
- New “Take It Back” implementation tool
- Simplified microbiology chapter
- New content on emerging pathogens
- Revised employee training chapter
- Refreshed classroom activities
- New jurisdictional requirement sections

Hallmark Features:

- Prepares participants for the ServSafe® Food Protection Manager Certification Examination.
- Heavily illustrated, full-color book with strong pedagogy such as learning objectives, key terms, key points, cases in point, training tips for the classroom, training tips on the job, discussion questions, and multiple-choice study questions.
- Case studies and discussion questions emphasize practical applications of key concepts.

ServSafe® Coursebook

Fourth Edition

National Restaurant Association Educational Foundation

496 pp. • Paper • 2006

ServSafe® Coursebook, Fourth Edition with Online Exam Voucher:

ServSafe® Coursebook, Fourth Edition without Exam Answer Sheet:

ServSafe® Food Protection Manager Certification Exam Answer Sheet:

ServSafe® Food Protection Manager Certification Exam Answer Voucher for taking the Online Examination:

Delivering comprehensive training of key food safety concepts, this book is the ideal solution for those looking for more extensive food safety training. The content in ServSafe Coursebook adds greater depth and breadth of food safety practices by featuring expanded sections on HACCP, Active Managerial Control, Crisis Management, Produce Management, and new content on emerging pathogens. Based on a job task analysis and incorporating state-of-the-art instructional design, the book reflects the latest FDA 2005 Food Code, new science-based and industry best practices, and prepares students for the ServSafe® Food Protection Manager Certification Exam.

CONTENTS:

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20 • Wiley Hospitality, Culinary Arts & Tourism Catalog 2007
SERVSAFE® SUPPLEMENTS

ServSafe® Free Instructor Tools Sampler CD-ROM


ServSafe® Complete Instructor Toolkit, Fourth Edition

Revised to complement the ServSafe Coursebook and ServSafe Essentials, Fourth Edition, the Toolkit is easy to implement with a customizable slide-show presentation, lesson plan and talking points, Food Safety Showdown! game, and activities that encourage interaction and participation. The Toolkit includes the Instructor Deluxe CD-ROM that contains the Instructor Guide and Microsoft® PowerPoint® presentation, ServSafe Coursebook and ServSafe Essentials.

ServSafe® Instructor Deluxe CD-ROM, Fourth Edition

Revised to help instruct the Fourth Editions of ServSafe Coursebook and ServSafe Essentials, the ServSafe Instructor Guide is now available on CD-ROM. It offers all the ready-to-implement instructional support tools you need including customizable Microsoft® PowerPoint® slide shows, the Food Safety Showdown! game, lesson plans, agendas, guide to Fourth Edition changes, new instructor training tips, answer keys to ServSafe Coursebook and ServSafe Essentials activities, practice exams and answers, real-world case studies, downloadable posters, activities and more.

ServSafe® Instructor Basic CD-ROM, Fourth Edition

Updated and organized to complement the Fourth Edition of ServSafe Coursebook and ServSafe Essentials, this CD-ROM includes customizable Microsoft® PowerPoint® slide shows to help you deliver key concepts in a clear, consistent way. The popular interactive Food Safety Showdown! game, also on the CD-ROM, is a fun way to review and reinforce key concepts. Also includes a guide to Fourth Edition changes.

ServSafe® Steps to Food Safety Videos/DVDs, Fourth Edition

July 2007

Covering the key concepts in food safety every handler should know, these brand new videos also include a discussion guide on the food safety points to review with students and reinforce the content.

VIDEO TOPICS: Introduction to Food Safety, Overview of Foodborne Microorganisms and Allergens, Personal Hygiene Purchasing, Receiving and Storage, Preparation, Cooking and Serving, Facilities, Cleaning and Sanitizing, and Pest Management.

ServSafe® is a registered trademark of the National Restaurant Association Educational Foundation.
NEW!
The HACCP Food Safety Training Manual
Tara Paster
352 pp. • Paper • September 2006
Instructor's Manual available for download on wiley.com/college

The most comprehensive guide available on the implementation of HACCP techniques, processes, and procedures—this manual is thoroughly revised and updated to reflect the USDA's latest regulations. This new edition:
• Incorporates current rules and regulations of the 2005 FDA Model Food Code
• Includes complete updates of all HACCP principles to current standards
• Is targeted specifically for foodservice industry rather than manufacturers
• Is trainer-tested and includes updated training aids, workbook projects, foodborne illnesses, infectious diseases, and emerging pathogens
• Incorporates International Food Safety icons throughout the manual
• Features the most up-to-date information on Food Defense, Active Managerial Control, Standard Operating Procedures, and Establishment of Prerequisite Controls
• Is supplemented by a supporting group of products designed to provide a turnkey solution on the implementation of HACCP
• An instructor's manual is available
• New “Leaders are Readers!” feature provides additional readings in each chapter

CONTENTS: HACCP Pretest. HACCP Star Point 1: Prerequisite Programs. HACCP Star Point 2: Food Defense. HACCP Star Point 3: Create a HACCP Plan. HACCP Star Point 4: Work the Plan. HACCP Star Point 5: Checks and Balances.

NEW!
Food and Beverage Cost Control, with CD-ROM
Lea R. Dopson, David K. Hayes and Jack E. Miller
624 pp. • Cloth • February 2007
Visit wiley.com/college/solutions for WebCT and Blackboard information.

The revised and updated Fourth Edition of Food and Beverage Cost Control provides students and managers with the wide-ranging knowledge and specific solutions they need to keep costs low and profit margins high.
• Includes new “technology tools” which demonstrate how technology is applied to topics in each chapter
• An ideal source for ready-to-use forms and formulas that can be easily applied to the manager's operations
• Accompanying CD-ROM allows students to work through Excel® exercises included in the text
• Real-world examples throughout
• Latest information on cost-control in a global setting

NEW! AVAILABLE FALL 2007

Purchasing
Selection and Procurement for the Hospitality Industry
Seventh Edition
Andrew Hale Feinstein and John M. Stefanelli
752 pp. • Cloth • September 2007
Visit wiley.com/college/solutions for WebCT and Blackboard information.
Purchasing, Seventh Edition retains the exceptional coverage that has made it the classic in its field, with in-depth attention to ordering procedures, distribution systems, supplier channels, price and payment, storage and security, and specifications for food, furniture, fixtures, and equipment.

• Now in a new four color format making it more appealing to students
• Product chapters include updated information on the latest standards and trends
• New glossary tied to bolded terms in the text
• Additional mathematical problems illustrate purchasing concepts
• Each chapter includes Web links for further reading, and the text’s companion Web site also includes additional material

CONTENTS:

NEW!
The Book of Yields
Accuracy in Food Costing and Purchasing
Seventh Edition
Francis T. Lynch
320 pp. • Paper • February 2007
Now in a revised and updated edition, The Book of Yields, Seventh Edition is the chef's best resource for planning and preparing food more quickly and accurately. With over 200 new foods added since the previous edition, this Seventh Edition offers real-world practices and combines the text with a workbook providing wholesale food prices, worksheets for costing ingredients, and worksheets for planning food purchases.

• Organized by type of food, such as dry and fresh herbs, vegetables, fruit, flours, meats, and others
• Contains accurate measurements for more than 1,000 raw ingredients that reflect how specific foods are typically measured in recipes
• Reflects the current trend towards more global menu offerings by including many new Asian and Latin foods

CONTENTS:

wiley.com/college/bookfair/culinaryarts
Purchasing for Chefs
A Concise Guide
Andrew Hale Feinstein and John M. Stefanelli
208 pp. • Paper • 2006

Purchasing for Chefs is a comprehensive yet concise treatment of the purchasing principles that teaches students and chefs the basic principles of how to purchase goods and services in order to run their businesses effectively. This book is written in a unique conversational style that makes purchasing an accessible subject.

- Includes “Apply What You’ve Learned” Questions that present realistic situations
- Contains a section on “Purchasing Terminology” that explains purchasing lingo beyond the scope of the book
- Each chapter includes Web addresses for student resources and reference
- A companion Web site includes additional pedagogy such as extensive examples of specifications, lecture outlines, experiential exercises, and additional multiple choice questions


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SPECS
Student Edition
Lewis Reed
216 pp. • Cloth • 2005

SPECS: The Foodservice and Purchasing Specification Manual, Student Edition contains information on purchasing policies, foods, quality controls, and storage and handling procedures. It is designed as a reference manual for the standards by which food is measured, specified for purchase, and inspected upon delivery to assure that the foodservice operation is getting the value it is paying for. This must-have reference includes discussion of the theory behind specifications, including why they are needed and who develops and uses them. The perfect resource for purchasing courses, SPECS also:

- Includes a section on food trends, including low carbs, reading labels, consumer awareness, and how this impacts customer eating habits
- Promotes the use of exacting standards in foodservice purchasing
- Enables the reader to differentiate between “high” and “low” quality products
- Includes a detailed chapter on developing a purchasing system, complete with sample forms for bids, ordering, receiving, and issuing

Principles of Food, Beverage, and Labor Cost Controls

Eighth Edition

Paul R. Dittmer and J. Desmond Keefe III

656 pp. • Cloth • 2005


Principles of Food, Beverage, and Labor Cost Controls, Eighth Edition continues a long tradition of foodservice management training by presenting effective methods and principles for accurately pricing goods and services, controlling costs, and maximizing profits for all types of restaurants. This Eighth Edition features:

• Detailed discussion of several approaches to controlling beverage sales
• Integrated chapters showing cost and sales control measures for a featured restaurant
• A separate chapter on menu engineering
• Additional student exercises on an accompanying disk containing Excel® spreadsheet applications
• New material on the use of technology in controlling food and beverage costs


Chef’s Book of Formulas, Yields, and Sizes

Third Edition

Arno Schmidt

ISBN-10: 0-471-22716-1
368 pp. • Cloth • 2003

NEW! AVAILABLE FALL 2007

Culinary Math

Third Edition

Linda Blocker and Julia Hill


240 pp. • Paper • August 2007


This book provides all the tools necessary to manage daily restaurant operations with maximum efficiency and profitability. Well-organized and easy-to-use, *Culinary Math, Third Edition* presents proven step-by-step methods for understanding food service math concepts and their practical applications in the kitchen. Each chapter includes a clear set of outlined objectives, as well as practice problems to help readers develop their skills. Appendices include formulas, measurement equivalency charts, problem answers, and a blank food cost form.

- Features a new CD-ROM component, including interactive practice problems and an electronic version of the Food Cost Form
- Contains 35 all-new photographs by award-winning photographer Ben Fink—larger and more prominent throughout this edition with completely revised captions
- A more visually appealing interior design
- Includes quotes from industry professionals on how math plays an important role in the day-to-day functions of the culinary world
- Approximately 150 new and updated practice problems


NEW! AVAILABLE FALL 2007

Culinary Calculations

Simplified Math for Culinary Professionals

Second Edition

Terri Jones


240 pp. • Paper • September 2007


This book helps those in the culinary arts get the math knowledge and skills they need to succeed. The coverage begins with basic mathematical principles, all related to the foodservice industry, and progresses to more difficult concepts like costing, AP/EP, recipe conversion and costing, menu pricing, and inventory costs. Three appendices are included for reference: Using a Calculator, Common Item Yields and Conversion Tables. It also includes more homework problems that provide students with extra practice on basic math concepts.

- Reviews basic addition, subtraction, multiplication, and division as well as basic units of measure used in the professional kitchen
- Accompanied by an Instructor's Manual that includes learning objectives, multiple choice test questions and answers


Visit our Virtual Bookfair
NEW!

The Bar and Beverage Book

Fourth Edition

Costas Katsigris and Chris Thomas

752 pp. • Cloth • October 2006


The Bar and Beverage Book is the text that defines the beverage management course. It provides the student with information on the planning, equipping, staffing, operation, and marketing of a bar, as well as the purchase and mixology of beverages. This Fourth Edition:

• Combines complete management of bar operations with mixology
• Features new drink recipes
• Includes management practices, such as methods for pricing individual drinks, preventing loss, and calculating a bar’s break-even point of profitability
• Offers new material on recruitment, hiring, and training of employees
• Contains profiles of professionals from all facets of the industry
• Provides updated information about the legal and legislative issues for responsible alcohol service


Professional Beverage Management

Bob and Kathie Lipinski

ISBN-10: 0-471-28737-7
496 pp. • Cloth • 1996


The Right Mix

Managing for Profit in Bar and Beverage Service

National Restaurant Association Educational Foundation

182 pp. • Paper • 2001

NEW!

Mr. Boston Platinum Edition
1,500 Recipes, Tools, and Techniques for the Master Mixologist
Edited by Anthony Giglio
290 pp. • Cloth • September 2006

Mr. Boston has long been the bartending bible for amateurs and professionals, with a huge range of drink recipes, from the traditional to the trendy. A must for bartenders and mixologists, this expanded version goes beyond the basics and includes: Tips of the Trade; Tools, Techniques, and Garnishes; comprehensive information on distilled spirits, beers, and wines; non-alcoholic drinks; glassware and ingredient sources; and a durable, bar-friendly lay-flat binding. This classic bartending authority includes 1,500 drink recipes, from the traditional to the trendy, presented alphabetically with clear, easy-to-follow instructions.

CONTENTS:
INTRODUCTION. BAR BASICS. EQUIPMENT. GLASSWARE. TAKING STOCK. TECHNIQUES. QUANTITIES. ENTERTAINING. PARTY PLANNING. DRINKS RECIPES. BRANDY. GIN. RUM. TEQUILA. VODKA. WHISKEY (BOURBON, CANADIAN, IRISH, RYE, SCOTCH AND BLENDED). CORDIALS AND LIQUEURS. SHOOTERS. FROZEN DRINKS. HOT DRINKS. EGGNOGS AND PUNCHES. WINE/VERMOUTH. NON-ALCOHOLIC DRINKS. DRINKS INDEX.

NEW!

Food and Wine Pairing
A Sensory Experience
Robert J. Harrington
352 pp. • Paper • February 2007

Food and Wine Pairing: A Sensory Experience provides students with a clear understanding of the direct and interacting effects of food and wine elements on the perception of match. It presents how these characteristics contrast and complement each other. By helping students develop the skills necessary to identifying the key elements in food or wine that will directly impact its matching based on contrast or similarities, they will then be able to predict excellent food and wine pairings.

• The only book that presents food and wine pairing from a culinary and sensory perspective rather than the perspective of a wine sommelier, vintner, or viticulture perspective
• Provides an organized and systematic process for the study of food and wine
• The reader, through discussions and exercises, learns to develop skills in differentiating wine varietals

NEW!

Wine For Dummies

Fourth Edition
Ed McCarthy and Mary Ewing-Mulligan

432 pp. • Paper • September 2006

This new Fourth Edition offers a thorough grounding in the basics of reds and whites, and the grape varieties and regions that bear them: Bordeaux, Burgundy, and others. Updates include reports on the wines of France and Italy, new information on emerging wine regions in Argentina, Greece, and Chile. The book also covers U.S. regional wines, such as those of California, Oregon, and Washington, with updates on vintage charts and prices, and the latest on labeling, ordering wine from out of state, collecting wine, and much more.

CONTENTS:

NEW!

Keys to the Cellar

Strategies and Secrets of Wine Collecting
Peter D. Meltzer

272 pp. • Cloth • September 2006

In the first book of its kind, Keys to the Cellar guides readers through the world of wine collecting. Meltzer’s advice will appeal to a range of wine lovers, from those who like to have a few special-occasion bottles on hand to serious collectors amassing a large cellar. After introducing readers to what wine collecting is all about, the book continues with such chapters as: A Cellar to Fit Your Lifestyle, How to Buy and Sell at Auction, Buying Wine on the Web, Storing and Enjoying Your Wine, and more.

WINE STYLE
Using Your Senses to Explore and Enjoy Wine
Mary Ewing-Mulligan and Ed McCarthy
244 pp. • Cloth • 2005

This appealingly straightforward and un-intimidating guide will help wine drinkers discover what they like and make informed choices. The authors identify 12 wine styles, or taste categories, including four for red wine and four for white wine. For each style, the authors detail how it tastes, where it comes from, grape varieties that are common for the style, and a few recommended wines.


EXPLORING WINE
The Culinary Institute of America’s Complete Guide to Wines of the World
Second Edition
Steven Kolpan, Brian H. Smith, and Michael A. Weiss
832 pp. • Cloth • 2001

In this authoritative reference, the experts who train today’s leading chefs and wine professionals take readers on a glorious grand tour of the wines of the world. An essential reference for the new wine lover as well as the seasoned wine professional, this useful guide penetrates the mystique surrounding wine, leaving readers free to explore wines with confidence and a spirit of adventure.

Wine Essentials

Professional Secrets to Buying, Storing, Serving, and Drinking Wine

Le Cordon Bleu

192 pp. • Cloth • 2001

This guide unfolds the entire art and craft of wine in a beautifully designed and illustrated volume. With contributions from the world's leading wine makers, sommeliers, and wine professionals, Le Cordon Bleu's Wine Essentials provides commonsense advice on the everyday world of wine—from selecting, buying, and storing wine, to guidelines for tasting, appraising, ordering, and serving all varieties.


The Bartender’s Best Friend

A Complete Guide to Cocktails, Martinis, and Mixed Drinks

Mardee Haidin Regan

ISBN-10: 0-471-22721-8
384 pp. • Cloth • 2002

Whether done professionally or for at-home entertaining, bartending can involve everything from the simple pouring of wine to the preparation of elaborate, garnished cocktails. This comprehensive guide includes recipes for virtually every contemporary and classic cocktail ordered at bars and restaurants.


Wine Appreciation

Second Edition

Richard P. Vine

ISBN-10: 0-471-15396-6
512 pp. • Cloth • 1997

Professional wine consultant Richard Vine offers an in-depth look into wines, wine making, wine varieties, wine appreciation, and wines throughout the world. The text incorporates knowledge from viticulture, enology, history, human physiology, cookery, and other related disciplines.


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Responsibility of Alcohol Service

ServSafe Alcohol®: Fundamentals of Responsible Alcohol Service

ServSafe Alcohol® with Exam Answer Sheet

ServSafe Alcohol® without Exam Answer Sheet

ServSafe Alcohol® Exam Answer Sheet

The ServSafe Alcohol® training program explains how to prevent and address challenging intoxication situations. Chapters in this full color book detail understanding the law and responsibility, evaluating levels of intoxication, checking identification, as well as service guidelines for difficult situations. ServSafe Alcohol is designed specifically for front-of-the-house employees in the foodservice industry and takes a positive, proactive approach to serving alcohol responsibly. The book enables staff to understand and anticipate alcohol-related situations, and how to act on them in a way that will benefit the guest, the server, and the foodservice business.

Hallmark Features:
• Takes a holistic team training approach to all front-of-the-house employees from the manager to the hostess and from the waitstaff to the valet, not just servers
• Explains the legal ramifications of serving alcohol, including the role of the state liquor regulatory authority, alcohol service laws and regulations
• Focuses on service guidelines for handling difficult situations and working with law enforcement, as well as extensive coverage of checking ID and evaluating levels of intoxication
• Explains how alcohol can affect guest behavior and identifies methods for preventing guests from becoming intoxicated
• Includes guides, charts, real-world examples, and application exercises
• Highly interactive Videos/DVDs allow students to evaluate real-world scenarios
• Website that provides state specific laws and regulations: www.nraef.org/reg_require

Table of Contents

SERVSAFE ALCOHOL® SUPPLEMENTS
Fundamentals of Responsible Alcohol Service Free Instructor Tools CD-Rom

Available free to qualified instructors. Includes an abridged version of the Instructor Guide, Microsoft® PowerPoint® slides and test questions.

INSTRUCTOR TOOLKIT

This must-have resource includes ServSafe Alcohol: Fundamentals of Responsible Alcohol Service with Exam Sheet, an Instructor Guide, Instructor CD-ROM (includes a PowerPoint® Presentation and the popular Showdown! Game), as well as Evaluating Real-World Scenarios in either video or DVD format.

FUNDAMENTALS OF RESPONSIBLE ALCOHOL SERVICE INSTRUCTOR GUIDE
The Fundamentals of Responsible Alcohol Service Instructor Guide is a valuable training tool for instructors. Designed to be both flexible and comprehensive, margin notes highlight concepts that should receive special emphasis throughout the text. In addition, each chapter begins with an Instructor Preparation section that lists information and materials necessary for enhancing the content of that chapter. The Instructor Guide also includes sample agendas, recommended research tasks and practice exams with answer keys.

FUNDAMENTALS OF RESPONSIBLE ALCOHOL SERVICE INSTRUCTOR CD-ROM
The Instructor CD-ROM includes a customizable PowerPoint® presentation to help deliver key concepts in a clear, consistent and compelling way. Additionally, the Responsible Alcohol Service Showdown! game is included in both a projectable and printable format, providing a fun way to review and reinforce important concepts.

Visit our Virtual Bookfair
Video/DVD Sets


The first four videos/DVDs correspond with each of the four chapters in the book and aid in introducing, presenting, and reviewing the related content in the text. Also included is Video 5/DVD 5 explained below:

- Video 1/DVD 1: Alcohol Law and Your Responsibility
- Video 2/DVD 2: Recognizing and Preventing Intoxication
- Video 3/DVD 3: Checking Identification
- Video 4/DVD 4: Handling Difficult Situations
- Video 5/DVD 5: Evaluating Real-World Scenarios

Evaluating Real-World Scenarios Video/DVD (Video 5/DVD 5)


A must-have resource for becoming a ServSafe Alcohol Approved Instructor, this highly interactive video/DVD allows students to assess real-world scenarios related to signs of intoxication, checking identification, and handling difficult situations. A facilitator’s guide is included to assist in generating discussion about each of the scenarios.

SERVSAFE ALCOHOL EXAMINATION

Instructors can choose to use the Exam Answer Sheet found in the ServSafe Alcohol book for either a secured or non-secured exam.

SERVSAFE ALCOHOL PRIMARY EXAMINATION

This non-secured exam tests for basic responsible alcohol service knowledge. Students passing the exam receive a Certificate, representing that they have studied and are knowledgeable about how to serve alcohol responsibly.

SERVSAFE ALCOHOL ADVANCED EXAMINATION

ServSafe Alcohol is the industry’s only secured responsible alcohol service examination, meaning it has more rigorous standards of examination development and administration. Upon passing this exam, students receive an Advanced Certificate, demonstrating that they have mastered the critical knowledge necessary to be capable of providing responsible alcohol service.

For additional information regarding the exam, visit servsafe.com/alcohol

RESPONSIBLE ALCOHOL SERVICE

HOW TO BECOME A SERVSAFE ALCOHOL® APPROVED INSTRUCTOR

Step 1: Take the ServSafe Alcohol Advanced Examination.
- Instructors wishing to conduct a ServSafe Alcohol Fundamentals of Responsible Alcohol Service Course must take and pass the ServSafe Alcohol Advanced Examination with a score of 90% or better.
- For instructions on registering for the examination, please visit www.nraef.org/servsafe/alcohol.

Step 2: Submit an application and letter of recommendation.
- All ServSafe Alcohol Approved Instructors must have a minimum of one year training/teaching experience, been hired into a training/teaching role or completed a National Restaurant Association Educational Foundation (NRAEF) approved Train-the-Trainer program.
- A non-refundable $50 application fee is required at the time of application.
- To download an application and receive more information on the application process, including application fees, please visit www.nraef.org/servsafe/alcohol.

Step 3: Attend the ServSafe Alcohol Train-the-Trainer session (free web-based course). *Possession of the ServSafe Alcohol Instructor Toolkit is highly recommended before attending the Train-the-Trainer session.
- Upon acceptance of your application, you will be invited to attend the ServSafe Alcohol Train-the-Trainer session.
- The Train-the-Trainer session—developed by the NRAEF—will include:
  - Explanation of the program components and details on how they work together to create an engaging and interactive course, as well as information on how the program was designed
  - NRAEF procedures related to preparing for classes, ordering examinations, proctoring examinations and obtaining results and certificates

Step 4: Take the ServSafe Alcohol Train-the-Trainer Assessment.
- Knowledge of the concepts presented in the Train-the-Trainer session will be tested using an online Train-the-Trainer Assessment.
- Instructors wishing to conduct a ServSafe Alcohol Fundamentals of Responsible Alcohol Service Course must pass the ServSafe Alcohol Train-the-Trainer Assessment.
- Access to the assessment will be provided once your application has been accepted.

Step 5: Commit to the ServSafe Alcohol Instructor Code of Conduct.
- The final step in becoming a ServSafe Alcohol Approved Instructor is commitment to the ServSafe Alcohol Instructor Code of Conduct.
- Your commitment will be required before you are able to register classes and order examinations.
- For additional details on what is included in the Code of Conduct, as well as performance management objectives, please visit www.nraef.org/servsafe/alcohol.

After completing the five steps above, you will receive an Approved ServSafe Alcohol Instructor Certificate, and will be able to order and download ServSafe Alcohol Examinations.

For additional information regarding the exam, visit servsafe.com/alcohol

ServSafe Alcohol® is a trademark of the National Restaurant Association Educational Foundation
NEW! AVAILABLE FALL 2007
The Restaurant
From Concept to Operation
Fifth Edition
John R. Walker
432 pp. • Cloth • September 2007

Text + Study Guide Package:

Yes, hard work and a dream are indispensable, but success in the restaurant business requires an arsenal of skills, a vast body of knowledge, and access to information. The Restaurant: From Concept to Operation, Fifth Edition provides it all. This easy-to-read guide shows aspiring restaurateurs how to conceive, open, and run any type of restaurant, from fast-food franchise to upscale dining room. This book will equip aspiring restaurant owners to master a broad variety of start-up issues and gain the solid footing they'll need to ensure the restaurant's ongoing success.

• Increased focus on the multi-unit restaurant
• Greater emphasis on restaurant business plans, including new exercises
• Up-to-date restaurant profiles


How to Open and Run a Successful Restaurant
Third Edition
Christopher Egerton-Thomas
240 pp. • Paper • 2005

Whether opening an upscale restaurant or a diner, a bistro or a burger joint, specializing in ethnic cuisine or going with an established franchise, this Third Edition gives readers the essential information to do it right. Written in an engaging conversational style, it focuses on the separate areas of the restaurant business, never losing sight of the fact that all the aspects - service, location, décor, food, drinks, atmosphere, etc. - must be brought together in harmony if the restaurant is to function successfully. It features:

• A conversational, accessible writing style from a renowned restaurateur, author, and journalist
• Explains all there is to know about starting and running a successful restaurant
• Expanded coverage of the franchise system
• Detailed discussions of customer relations
• Helpful, up-to-date information on staff training


Visit our Virtual Bookfair
Menu Design and Planning

NEW! AVAILABLE SUMMER 2007
Management by Menu
Fourth Edition
Lendal H. Kotschevar and Diane Withrow
464 pp. • Paper • July 2007

Fundamentals of Menu Planning
Second Edition
Paul J. McVety, Bradley J. Ware, and Claudette Lévesque
ISBN-10: 0-471-36947-0
240 pp. • Paper • 2001

Menu Pricing & Strategy
Fourth Edition
Jack E. Miller and David V. Pavesic
ISBN-10: 0-471-28747-4
240 pp. • Paper • 1996

At Your Service
A Hands-On Guide to the Professional Dining Room
The Culinary Institute of America and John W. Fischer
224 pp. • Paper • 2005

From the renowned Culinary Institute of America comes At Your Service, a guide foodservice professionals can rely on to develop and improve both hospitality and service to achieve exceptional results in mid- and up-scale dining establishments. Real-life situations and industry anecdotes cover potential problems and challenges that all restaurants are sure to face. Through lively and engaging discussions, the reader learns the ins and outs of the essentials for running a successful front-of-the-house operation:

• Taking reservations and greeting guests
• Basic service, tableside service, beverage service
• Building and maintaining a good relationship between the front and the back-of-the-house


Remarkable Service
A Guide to Winning and Keeping Customers for Servers, Managers, and Restaurant Owners
The Culinary Institute of America
304 pp. • Paper • 2001

Presenting Service
The Ultimate Guide for the Foodservice Professional
Second Edition
Lendal H. Kotschevar and Valentino Luciani
272 pp. • Paper • 2006

From checking your car or coat to ordering your first drink all the way to paying your bill, the service staff can make your dining experience memorable in a good way or in a bad one. There is an art to good service that can be trained and taught, and Presenting Service provides the manager with the skills to create a good dining experience through good service. This Second Edition:

• Offers checklists that easily walk the server and manager through good service practices
• Includes a full chapter on bar and beverage service that enables the service and recommendation of beverages—alcoholic and nonalcoholic—to guests based on informed knowledge
• Addresses such classic service styles as French, Russian, American, English, and Chinese
• Features new coverage of table etiquette that explores a historical perspective and a complete description of etiquette rules concerning special foods and various cultures such as European, Chinese, Indian, and Middle Eastern dining

Professional Table Service
Sylvia Meyer, Edy Schmid, and Christel Spühler
464 pp. • Cloth • 1990

The key to providing quality table service is a knowledgeable, well-trained staff. Professional Table Service supplies that knowledge, covering everything service personnel need to know, from setting a table to recommending a wine to accepting a credit card. The book provides clear, straightforward techniques for supplying four-star service, a surefire way to guarantee that guests will enjoy their dining experience and return again and again.


Hospitality Employee Management and Supervision: Concepts and Practical Applications
Kerry L. Sommerville
360 pp. • Paper • February 2007

Hospitality Employee Management and Supervision: Concepts and Practical Applications is an applications-based guide that takes each of three important steps (hiring, training, retaining) and breaks them down into their simplest elements. Relying on the pertinent employment laws while providing real-world application and easy to understand guidelines, this book is comprehensive without getting bogged down in management theory.

• “HRM in Action” features highlight real-world HRM experiences that help to set the stage and provide a focus for the chapter
• “Tales From the Field” anecdotes provide real-world accounts from hospitality employees describing the various challenges they face in the industry
• “Ethical Dilemmas” provide scenarios relating to the hospitality industry where ethics comes into play

NEW! AVAILABLE SUMMER 2007
Leadership Lessons from a Chef
Finding Time to Be Great
Charles M. Carroll
192 pp. • Paper • July 2007
The only book that provides straightforward management advice for chefs, Leadership Lessons from a Chef is a concise, no-nonsense guide to developing, motivating, and leading a kitchen staff. Chef Charles Carroll, CEC, ACC, Executive Chef at the River Oaks Country Club in Houston, Texas, helps executive chefs and chef managers develop the people management skills that they need to be successful and help those that work for them to be successful as well.

• A multitude of real-life examples and pertinent take-away tips immediately expose the reader to how the concept translates into practice in a real-world scenario
• Features the chef’s own formula for managing kitchen staffs—SEF: Scheduling, Empowering, and Follow-up
• Features solid, practical ideas and that can be used immediately to motivate and develop an effective team environment in the kitchen
• Take away point boxes throughout the book make it a practical reference tool

CONTENTS:

Supervision in the Hospitality Industry
Applied Human Resources
Fifth Edition
Jack E. Miller, John R. Walker and Karen Eich Drummond
544 pp. • Cloth • 2006
Visit wiley.com/college/solutions for WebCT and Blackboard information.

Supervision in the Hospitality Industry provides comprehensive coverage of the principles, theories, human relations techniques, and decision-making skills that are required to manage a workforce to profitable results. Along with updated material in each chapter - including new material on diversity initiatives, recruitment, and retention, as well as updated profiles of individuals and companies - and a variety of training activities for real-world simulation, this Fifth Edition is the complete guide to managing in the hospitality industry. It helps managers satisfy obligations to owners, customers, and employees.

CONTENTS:

Visit our Virtual Bookfair

Endorsed by the American Culinary Federation
So You Want to Be a Chef?
Your Guide to Culinary Careers
Lisa M. Brefere, Karen Eich Drummond and Brad Barnes
400 pp. • Paper • 2005

So You Want to Be a Chef? is the complete guide to careers - both traditional and nontraditional - within the culinary and foodservice industries. Featuring revealing interviews with industry professionals, and analysis of over seventy-five jobs, it presents real-world descriptions of day-to-day job duties, hours, working conditions, qualifications, employment, and promotion opportunities. Complete with a CD-ROM containing valuable templates and worksheets, So You Want to Be a Chef:

- Provides a realistic and practical approach to career tracks, job duties, hours and working conditions, and qualifications, as well as employment and promotion opportunities
- Features job descriptions, advice from industry leaders, and first-hand accounts from chefs working in various segments of the culinary and foodservice industries
- Helps the reader find a job that's a good fit, set career goals, prepare a resume, create a portfolio, network with prospective employers, and give interviews that get jobs

CONTENTS:

Becoming a Chef
Revised Edition
Andrew Dornenburg and Karen Page
400 pp. • Paper • 2003

Winner of the James Beard Foundation Award, Becoming a Chef established the category of contemporary writing on food, and this updated and expanded edition reflects all the most recent advances made in the culinary industry. Some of the best professional chefs and restaurateurs sit down for insightful interviews about a wide range of topics. Some of the most respected names in the culinary industry featured here include Thomas Keller, Claudia Fleming, Marcel Desaulniers, Caprial Pence, Marcel Desaulniers, Caprial Pence, Marcus Samuelsson, Craig Shelton, Gale Gand and Rick Tramonto, Rocco DiSpirito, Traci Des Jardins, Sanford D’Amato, Mario Batali, and more.

CONTENTS:
**NEW! AVAILABLE DECEMBER 2007**

**Design and Layout of Foodservice Facilities**

*Third Edition*

John Birchfield

368 pp. • Cloth • December 2007


This book focuses on the design and layout of the foodservice facility, paying special attention to the front of the house, and the dining room.

- Latest information on designs as they relate to popular restaurant themes and facilities
- New co-author currently working in the field
- Instructor’s Manual with AutoCad files


**Design and Equipment for Restaurants and Foodservice**

*Second Edition*

Costas Katsigris and Chris Thomas

ISBN-10: 0-471-46006-0
576 pp. • Cloth • 2005


*Design and Equipment for Restaurants and Foodservice, Second Edition* is a revision of the well-known text that focuses on designing and equipping restaurants and foodservice facilities. This new *Second Edition* covers a wide-range of topics all focused towards providing the most up-to-date information about designing, opening, and operating restaurants. Key features of this edition include:

- Updated coverage of site selection and the changing diversity of restaurants and mixed-theme facilities
- New coverage of costs associated with restaurant start-up
- New photos and diagrams featuring cutting-edge foodservice equipment
- Extensive new information about energy efficiency, the impact of deregulation, alternative power sources, and planning for emergency power outages
- Discussion of new types of lighting and HVAC technology


**Successful Restaurant Design**

*Second Edition*

Regina S. Baraban and Joseph F. Durocher

ISBN-10: 0-471-35935-1
320 pp. • Cloth • 2001

NEW!
Catering Management

Third Edition

Nancy Loman Scanlon

304 pp. • Cloth • October 2006


Catering Management, Third Edition offers professionals and aspiring caterers detailed advice on all the crucial business aspects of the subject for on- and off-premise catering. Updated to meet the needs of this fast-growing industry, the Third Edition features new material on non-hotel catering operations—such as small business management and running your own catering operation. It presents fresh information on menu design and pricing, complete with illustrative menu examples and tips for using software tools to create enticing menus.

A must-have, single resource for anyone interested in catering, Catering Management, Third Edition also gives guidance on how to:
• Use software to improve food management, scheduling, and invoicing
• Hire and train both service and food production staff
• Institute food and beverage operational controls that guarantee high standards of quality, service, and presentation

CONTENTS:

Off-Premise Catering Management

Second Edition

Bill Hansen and Chris Thomas

448 pp. • Cloth • 2005


Off-Premise Catering Management, Second Edition is the revised and updated edition of the practical guide to planning, executing, and managing an off-premise catering business. Key features of this edition include:
• New profiles of off-premise catering companies and sole proprietorships give perspective of both large and small operations
• Updated coverage of legalities, including contracts, liquor laws, and personnel management involved in catering operations
• Coverage of key leadership principles for catering success and useful materials for applying them in the real world
• Updated forms and checklists throughout
• Extended coverage of marketing off-premise catering businesses
• Innovative strategic planning techniques
• Hot trends in accessory services and special requirements

CONTENTS:
On-Premise Catering
Hotels, Convention & Conference Centers, and Clubs
Patti J. Shock and John M. Stefanelli
448 pp. • Cloth • 2000
This is the only comprehensive book specifically dedicated to this segment of the industry. It covers key business concepts, such as upselling, and real-world applications; incorporates use of the Internet and software applications for marketing, scheduling, room layout, and inventory; and provides information about special dietary needs and other contemporary issues.

Successful Catering
Third Edition
Bernard Splaver, William N. Reynolds, and Michael Roman
352 pp. • Cloth • 1991
With coverage of the management of a catering business and 201 expert recipes from The Culinary Institute of America, the new edition of this well-established book is an ideal basic text for students of catering.
Club Cuisine
Cooking with a Master Chef
Edward G. Leonard

288 pp. • Cloth • 2006

Club Cuisine is the new, stunningly visual cookbook featuring Certified Master Chef Edward Leonard’s dynamic club fare. It presents more than 150 recipes that, until now, have typically only been enjoyed by privileged members of private clubs. Inside, you’ll find helpful hints and insights to create these scrumptious dishes, as well as inspiring photographs by renowned photographer Ron Manville, who has worked extensively with the ACF Culinary Team USA and other top chefs.

For serious chefs, Club Cuisine is a dream come true. Featured recipes include amuse-bouches, seafood, beef, and pasta dishes as well as delectable soups, salads, and sandwiches. Also included is a guest chef chapter featuring recipes from some of the top club chefs around the country that add to this impressive collection.

CONTENTS:

NEW! AVAILABLE SUMMER 2007
Leadership Lessons from a Chef
Finding Time to Be Great
Charles M. Carroll

192 pp. • Paper • July 2007

The only book that provides straightforward management advice for chefs, Leadership Lessons from a Chef is a concise, no-nonsense guide to developing, motivating, and leading a kitchen staff. Chef Charles Carroll, CEC, ACC, Executive Chef at the River Oaks Country Club in Houston, Texas, helps executive chefs and chef managers develop the people management skills that they need to be successful and help those that work for them to be successful as well.

• A multitude of real-life examples and pertinent take-away tips immediately expose the reader to how the concept translates into practice in a real-world scenario
• Features the chef’s own formula for managing kitchen staffs—SEF: Scheduling, Empowering, and Follow-up
• Features solid, practical ideas and that can be used immediately to motivate and develop an effective team environment in the kitchen
• Take away point boxes throughout the book make it a practical reference tool

NEW!
The Professional Personal Chef
The Business of Doing Business as a Personal Chef
Candy Wallace and Greg Forte
224 pp. • Cloth • February 2007

Focusing on the practical approach of starting a business, The Professional Personal Chef examines the benefits of various forms of business ownership, legal and financial issues, and developing sales and marketing plans for your business.

• Espouses a commitment to professionalism, service, and excellence that can lead to a more balanced lifestyle and opportunities for growth
• Features “From the Field” case studies in each chapter showcasing how successful personal chefs deal with the issues presented
• Content fulfills the educational skills and competencies required for ACF's Personal Certified Chef's certification
• Endorsed and authored by the Founder and Executive Director of the American Personal and Private Chef Association and Institute
• Accompanied by a complete instructor supplement package

CONTENTS:

American Culinary Federation’s Guide to Culinary Certification
The Mark of Professionalism
American Culinary Federation, Michael Baskette, CEC, CCE, AAC, and Brad Barnes, CMC, CCA, AAC
144 pp. • Paper • 2005

American Culinary Federation’s Guide to Culinary Certification is the essential guide to obtaining a valuable credential awarded to cooks and chefs, as well as pastry cooks and pastry chefs, denoting a sophisticated level of industry experience and professional education rigorously evaluated by the American Culinary Federation (ACF). It’s written by the certifying body of the ACF and is the only authoritative guide to its certification process, featuring:

• Clear explanations of specific skills tested at all five certification levels
• A road map to passing every certification level, from Certified Culinarian to the prestigious Certified Master Chef
• Helpful exam-taking tips

CONTENTS:
American Culinary Federation’s Guide to Culinary Competitions
American Culinary Federation and Edward G. Leonard, CMC
224 pp. • Paper • 2005

More than a book of rules and regulations, American Culinary Federation’s Guide to Culinary Competitions provides an insider’s look at culinary competitions. Endorsed by the American Culinary Federation (ACF) and written by longtime member and leading force on the ACF Culinary Team USA, Edward Leonard, CMC, this highly visual guide features:

• A full-color insert of competitive food displays
• Dozens of illustrations outlining plate and buffet presentation supplement exceptional coverage of every step of competing
• Insights, hints, and expert techniques for achieving winning results at hot, cold, specialty, and sponsor competitions

CONTENTS:

NEW!
Cuisine and Culture
A History of Food and People
Second Edition
Linda Civitello
432 pp. • Paper • February 2007

Why did the ancient Romans believe cinnamon grew in swamps guarded by killer bats? How did African Cultures imported by slavery influence cooking in the American South? Throughout history, food has played—and continues to play an important role in the development of a country’s culture. Cuisine and Culture: A History of Food and People, Second Edition examines the relationship between food and history from prehistoric times to the 21st century.

• Ties history, culture, and food together, explaining historical events and how they affected what people ate and why they ate it
• Historical aspects are interspersed with cultural and culinary anecdotes that add “flavor”
• Contains a sampling of recipes and menus throughout history
• New “Crossing Cultures” feature that gives sketches of foods and customs across cultures

PARTIAL CONTENTS:
NEW!
Conversational Spanish Grammar for the Hospitality Classroom

Matt A. Casado
256 pp. • Paper • September 2006

Conversational Spanish Grammar for the Hospitality Classroom is a powerful instrument for teaching hospitality students and industry managers. It’s based on essential grammar principles, focused on vocabulary and real-world situations pertaining to the hotel and restaurant profession. Packed with exercises and effective teaching tools, this book is the ideal solution for preparing students for the needs of an increasing number of workers and visitors not fluent in English. It features:

• A large selection of exercises in each chapter
• A companion Web site that includes teaching tips and answers to exercises and quizzes
• Technical vocabulary typically used by workers from Mexico and Central America

CONTENTS:

Visit our Virtual Bookfair

The Restaurant & Bar English/Spanish Dictionary
Maria Belknap
352 pp. • Paper • 2006

The Restaurant & Bar English/Spanish Dictionary is a comprehensive equivalency dictionary for the bar, restaurant, and hospitality industries. It contains more than 8,000 frequently used, industry-specific words, phrases, and idiomatic expressions organized into eight convenient parts. Immediately useful in the real world, The Restaurant & Bar English/Spanish English Dictionary:

• Includes both an English-Spanish/Spanish-English equivalencies
• Focuses on general Latin-American Spanish and includes slang, Spanglish, and regional variations
• Features an easy-to-follow “Guide to Spanish Pronunciation” that enables readers to use this dictionary without preparation or linguistic training


ALSO AVAILABLE
Conversational Spanish for Hospitality Managers and Supervisors
Basic Language Skills for Daily Operations
Matt A. Casado
304 pp. • Paper • 1995
Introduction to the Hospitality Industry

Sixth Edition

Tom Powers and Clayton W. Barrows

544 pp. • Paper • 2005


Visit wiley.com/college/solutions for WebCT and Blackboard information.

The revised edition of the landmark Introduction to the Hospitality Industry stands out in the field for its extensive coverage of all aspects of the business, from individual roles to operational issues. This thoroughly revised Sixth Edition continues to set itself apart with:

- A full exploration of the significant changes that have taken place in hospitality and tourism in the post-9/11 world
- New and updated Global Hospitality and Industry Practice Notes in every chapter
- Over 130 color photographs from a diverse cross section of travel spots around the world
- “Careers in Hospitality” discussion points integrated throughout the book
- Case histories that highlight real-world scenarios from renowned hospitality organizations and associations

CONTENTS:

PART ONE: PERSPECTIVES ON CAREERS IN HOSPITALITY

PART TWO: FOOD SERVICE

PART THREE: LODGING

PART FOUR: TRAVEL AND TOURISM

PART FIVE: MANAGEMENT IN THE HOSPITALITY INDUSTRY

Also Available

Dimensions of the Hospitality Industry

Third Edition

Paul R. Dittmer

488 pp. • Cloth • 2001


Visit wiley.com/college/bookfair/hospitality
Hospitality Strategic Management
Concepts and Cases
Jeffrey S. Harrison and Cathy A. Enz
560 pp. • Cloth • 2004

Hospitality Strategic Management provides a realistic, balanced, and current view of the field by considering the practical aspects of the strategic manager’s role, including the acquisition, development, and management of internal resources (such as people, knowledge, financial capital, and physical assets) and relationships with external stakeholders (such as guests, suppliers, owners, franchisors, venture partners, and governmental agencies). Throughout the book, examples and best practices of leading hospitality organizations are used to illustrate ideas and concepts.

CONTENTS:

Cases in Hospitality Management
A Critical Incident Approach
Second Edition
Timothy R. Hinkin
176 pp. • Paper • 2005

Based on more than 100 interviews conducted with guests and employees of hospitality industry organizations, this Second Edition contains fifty cases and situations, which illustrate concepts and issues of hotel, restaurant, and tourism management. The cases deal with a variety of managerial topics including decision-making, communication, compensation, planning, discrimination, performance appraisal, organization design, sexual harassment, ethics, and group dynamics. This helpful resource features:
• A broad array of industry segments in the cases: airlines, railroads, private clubs, conference centers, travel agents, auto rental, hotels, restaurants, and more
• A new “Technology” section dealing with issues such as data warehousing, the Internet, and e-banking
• A new “Service Exemplars” section presenting incidents involving truly exceptional service in a variety of contexts from trains to resorts
• A new “Service Recovery” section with examples of companies failing to salvage service encounters that have gone awry

CONTENTS:
NEW!

**Hospitality Employee Management and Supervision**

**Concepts and Practical Applications**

Kerry L. Sommerville


360 pp. • Paper • February 2007


*Hospitality Employee Management and Supervision: Concepts and Practical Applications* is an applications-based guide that takes each of three important steps (hiring, training, retaining) and breaks them down into their simplest elements. Relying on the pertinent employment laws while providing real-world application and easy to understand guidelines, this book is comprehensive without getting bogged down in management theory.

- “HRM in Action” features highlight real-world HRM experiences that help to set the stage and provide a focus for the chapter
- “Tales From the Field” anecdotes provide real-world accounts from hospitality employees describing the various challenges they face in the industry
- “Ethical Dilemmas” provide scenarios relating to the hospitality industry where ethics comes into play


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**Supervision in the Hospitality Industry**

**Applied Human Resources**

Fifth Edition

Jack E. Miller, John R. Walker and Karen Eich Drummond


544 pp. • Cloth • 2006


*Supervision in the Hospitality Industry* provides comprehensive coverage of the principles, theories, human relations techniques, and decision-making skills that are required to manage a workforce to profitable results. Along with updated material in each chapter - including new material on diversity initiatives, recruitment, and retention, as well as updated profiles of individuals and companies - and a variety of training activities for real-world simulation, this *Fifth Edition* is the complete guide to managing in the hospitality industry. It helps managers satisfy obligations to owners, customers, and employees.


Endorsed by the American Culinary Federation
NEW! AVAILABLE SEPTEMBER 2007

Resorts
Management and Operation
Second Edition
Robert Christie Mill

496 pp. • Cloth • September 2007

This updated Second Edition of Resorts: Management and Operation addresses the expansion of the resort industry and provides practical, need-to-know information on the development and management of all aspects of these properties, which includes ski areas, gaming properties, cruise ships and spas.

• Expanded coverage of timeshares and cruise ships as resort properties
• New Resort Case Studies in every chapter
• Objectives and key terms have been added to each chapter
• Glossary has been added to the end of the text
• Updated statistics reflect changes in the resort industry


Hotel Management and Operations
Fourth Edition
Denney G. Rutherford and Michael J. O’Fallon
ISBN-10: 0-471-47065-1
496 pp. • Paper • 2006
Instructor’s Manual:


Hotel and Lodging Management
An Introduction
Second Edition
Alan T. Stutts and James F. Wortman
368 pp. • Cloth • 2005
Instructor’s Manual:
ISBN-10: 0-471-69605-6

Hotel Front Office Management

Fourth Edition
James A. Bardi

480 pp. • Cloth • 2006


Hotel Front Office Management uses a human resources approach to cover the unique management and operational challenges in the front offices of today's hotels and lodging facilities. This Fourth Edition continues its emphasis on applying theory and management strategies, as well as providing material on technology's role in the modernized front office.

Material is logically presented in the order of operations: an overview of lodging hospitality, a tour of the front office, a review of the guest cycle, and an analysis of guest services. Featuring many updates on the role of the front office in a lodging operation, Hotel Front Office Management, Fourth Edition provides readers with the tools they need to understand and successfully execute the duties of a front office manager. This new edition features:

• A new chapter on executive housekeeping
• Commentaries from hotel front office managers, general managers, and other department managers
• Articles on the international hotel workforce
• Practical case studies in each chapter
• New photos, new and revised hospitality profiles, international highlights, and end-of-chapter questions have been added throughout


Hotel Front Office Simulation Workbook with CD-ROM

Sheryl F. Kline and William Sullivan

144 pp. • Paper • 2002


An easy, learn-by-doing introduction to hotel front office operations, Hotel Front Office Simulation: A Workbook and Software Package offers a direct, experience-based approach to learning hotel front office operations. An extremely practical and easy-to-use learning tool, it works equally well on its own or in conjunction with virtually any front office operations or hotel management textbook.

NEW! AVAILABLE FALL 2007

Professional Management of Housekeeping Operations
Fifth Edition

Thomas J. A. Jones

576 pp. • Cloth • October 2007


Now in its fifth edition, Professional Management of Housekeeping Operations is the essential practical introduction to the field, a complete course ranging from key principles of management to budgeting, from staff scheduling to cleaning. With expanded attention to leadership and training, budgeting and cost control, and the increasingly vital responsibility for environmentally safe cleaning, this book also includes numerous case studies that help readers grasp concepts in a real-world setting. This Fifth Edition also features:

• New “Ethical Dilemmas” highlight issues related to various aspects of housekeeping to emphasize the role that ethics plays in the industry
• A series of profiles of real executives who have carved out rewarding career paths in housekeeping
• Thorough information on materials planning: operating budgets, inventory control, and essential capital equipment


Housekeeping Management

Matt A. Casado
304 pp. • Cloth • 1999

Instructor's Manual:
ISBN-10: 0-471-35669-7


The Professional Housekeeper

Fourth Edition

Madelin Schneider, Georgina Tucker and Mary Scovia
320 pp. • Cloth • 1998

Instructor's Manual:
ISBN-10: 0-471-35082-6

CONTENTS: Housekeeping:
NEW!
Food and Beverage Cost Control, with CD-ROM
Fourth Edition
Lea R. Dopson, David K. Hayes and Jack E. Miller
624 pp. • Cloth • February 2007
Visit wiley.com/college/solutions for WebCT and Blackboard information.

The revised and updated Fourth Edition of Food and Beverage Cost Control provides students and managers with the wide-ranging knowledge and specific solutions they need to keep costs low and profit margins high.

• Includes new “technology tools” which demonstrate how technology is applied to topics in each chapter
• An ideal source for ready-to-use forms and formulas that can be easily applied to the manager’s operations
• Accompanying CD-ROM allows students to work through Excel® exercises included in the text
• Real-world examples throughout
• Latest information on cost-control in a global setting


NEW! AVAILABLE FALL 2007
Purchasing
Selection and Procurement for the Hospitality Industry
Seventh Edition
Andrew Hale Feinstein and John M. Stefanelli
752 pp. • Cloth • September 2007
Visit wiley.com/college/solutions for WebCT and Blackboard information.

Purchasing, Seventh Edition retains the exceptional coverage that has made it the classic in its field, with in-depth attention to ordering procedures, distribution systems, supplier channels, price and payment, storage and security, and specifications for food, furniture, fixtures, and equipment.

• Now in a new four color format making it more appealing to students
• Product chapters include updated information on the latest standards and trends
• New glossary tied to bolded terms in the text
• Additional mathematical problems illustrate purchasing concepts
• Each chapter includes Web links for further reading, and the text’s companion Web site also includes additional material

NEW!
The Book of Yields CD-ROM
Seventh Edition
Single-User Version
Francis T. Lynch
September 2007

The revised edition of The Book of Yields CD-ROM contains exactly the information users need to utilize the comprehensive database of accurate food measurements of over 1,000 raw ingredients. A user can enter the amount he or she wants to use [raw, trimmed, or cooked volumes, counts, or weights] and with one-click convert the As-Served amount to the correct As-Purchased amount. This powerful CD-ROM saves conversion calculations to a printable purchase list; enables total freedom when choosing recipe ingredient measures; includes food specification footnotes, clear costing, and purchasing formula explanations and examples; and features an Ingredient Search and Conversion Calculator [US to US, US to metric, metric to metric].
Purchasing for Chefs
A Concise Guide
Andrew Hale Feinstein and John M. Stefanelli
208 pp. • Paper • 2006

Purchasing for Chefs is a comprehensive yet concise treatment of the purchasing principles that teaches students and chefs the basic principles of how to purchase goods and services in order to run their businesses effectively. This book is written in a unique conversational style that makes purchasing an accessible subject.

• Includes “Apply What You’ve Learned” Questions that present realistic situations
• Contains a section on “Purchasing Terminology” that explains purchasing lingo beyond the scope of the book
• Each chapter includes Web addresses for student resources and reference
• A companion Web site includes additional pedagogy such as extensive examples of specifications, lecture outlines, experiential exercises, and additional multiple choice questions

CONTENTS:
Menu Planning: What Kind of Stuff Should I Sell?
Product Quality: What Kind of Stuff Should I Buy?
Food Distributors: Who Should I Buy This Stuff From?
Purchase Orders: How Much Stuff Should I Buy?
Purchase Prices: How Do I Get the Best Deal?
Ordering Process: How Do I Actually Buy This Stuff?
Inventory Control: How Do I Keep Track of All This Stuff?
Resources. Glossary. Index.

SPECS
Student Edition
Lewis Reed
216 pp. • Cloth • 2005

SPECS: The Foodservice and Purchasing Specification Manual, Student Edition contains information on purchasing policies, foods, quality controls, and storage and handling procedures. It is designed as a reference manual for the standards by which food is measured, specified for purchase, and inspected upon delivery to assure that the foodservice operation is getting the value it is paying for. This must-have reference includes discussion of the theory behind specifications, including why they are needed and who develops and uses them. The perfect resource for purchasing courses, SPECS also:

• Includes a section on food trends, including low carbs, reading labels, consumer awareness, and how this impacts customer eating habits
• Promotes the use of exacting standards in foodservice purchasing
• Enables the reader to differentiate between “high” and “low” quality products
• Includes a detailed chapter on developing a purchasing system, complete with sample forms for bids, ordering, receiving, and issuing

CONTENTS:
Principles of Food, Beverage, and Labor Cost Controls

Eighth Edition

Paul R. Dittmer and J. Desmond Keefe III

656 pp. • Cloth • 2005


Principles of Food, Beverage, and Labor Cost Controls, Eighth Edition continues a long tradition of foodservice management training by presenting effective methods and principles for accurately pricing goods and services, controlling costs, and maximizing profits for all types of restaurants. This Eighth Edition features:

• Detailed discussion of several approaches to controlling beverage sales
• Integrated chapters showing cost and sales control measures for a featured restaurant
• A separate chapter on menu engineering
• Additional student exercises on an accompanying disk containing Excel® spreadsheet applications
• New material on the use of technology in controlling food and beverage costs


Foodservice Cost Control Using Microsoft® Excel® for Windows

Warren Sackler and Samuel R. Trapani

256 pp. • Paper • 1996

Instructor's Manual:


Chef's Book of Formulas, Yields, and Sizes

Third Edition

Arno Schmidt

ISBN-10: 0-471-22716-1
368 pp. • Cloth • 2003

NEW! AVAILABLE FALL 2007

The Restaurant
From Concept to Operation
Fifth Edition
John R. Walker

432 pp. • Cloth • September 2007

Instructor's Manual:
Study Guide:
Text + Study Guide Package:

Yes, hard work and a dream are indispensable, but success in the restaurant business requires an arsenal of skills, a vast body of knowledge, and access to information. The Restaurant: From Concept to Operation, Fifth Edition provides it all. This easy-to-read guide shows aspiring restaurateurs how to conceive, open, and run any type of restaurant, from fast-food franchise to upscale dining room. This book will equip aspiring restaurant owners to master a broad variety of start-up issues and gain the solid footing they’ll need to ensure the restaurant’s ongoing success.

- Increased focus on the multi-unit restaurant
- Greater emphasis on restaurant business plans, including new exercises
- Up-to-date restaurant profiles


How to Open and Run a Successful Restaurant
Third Edition
Christopher Egerton-Thomas
ISBN-10: 0-471-69874-1
240 pp. • Paper • 2005


On-Site Foodservice Management
A Best Practices Approach
Dennis Reynolds
ISBN-10: 0-471-34543-1
272 pp. • Cloth • 2003

Hospitality Marketing Management
Fourth Edition
Robert D. Reid and David C. Bojanic
640 pp. • Cloth • 2005

WebCT Student Access Card + Text:
Blackboard Student Access Card + Text:

Visit wiley.com/college/solutions for WebCT and Blackboard information.

This Fourth Edition is in a lively, full-color format. Providing readers with an abundance of exercises, and solid reinforcement of underlying theory, the book gives students a practical, applications-oriented approach to hospitality marketing. Packed with more visual aids than ever, the book features one-on-one interviews with industry leaders, as well as enhanced coverage of branding, franchising, strategic alliances, and international marketing. Other features include:

• A chapter on electronic commerce that focuses on using the Internet as a marketing tool
• A useful, how-to approach to developing a marketing plan
• A detailed explanation of budgeting for advertising
• Real-world case studies and samples of actual media plans

CONTENTS:

Visit our Virtual Bookfair
Hospitality Law
Managing Legal Issues in the Hospitality Industry
Second Edition
Stephen Barth
448 pp. • Cloth • 2005

Hospitality Law, Second Edition is packed with interactive exercises as well as up-to-date legal information specific to the hospitality industry. This edition gives readers background on safety and security requirements, how to handle disputes with customers, hiring and firing employees, liabilities associated with serving alcohol, and much more. Some key features include:

• An emphasis on preventive legal management and effective decision making
• A new chapter covering legal issues in travel and tourism
• Short examples that stress real-life situations, not extensive legal citations
• “International Snapshots” offer insights regarding the differences between U.S. and international laws related to hospitality

Real-world legal case summaries illustrate the practical application of hospitality laws in actual hospitality operations. Each case summary features a “Message to Management” that gives the reader a clear explanation of the impact of the decision on best practices, as well as preventative measures managers can take to limit exposure


Legal Aspects of Hospitality Management
Second Edition
John E. H. Sherry
448 pp. • Paper • 2001

Employee relations, food liability, liquor liability, patron civil rights, and federal regulations are subjects that concern hospitality operators who know that preventing legal problems is the best way to keep profits from being siphoned into expensive legal hassles. This book is designed to give readers an opportunity to look at hospitality operations from a legal standpoint and to develop management strategies to prevent legal problems.

NEW!

**Handheld Computers for Chefs**

Susan Sykes Hendee and Mohammad Al-Ubaydli


Handheld computer technology is an affordable, powerful, easy, and effective tool for chefs and foodservice professionals to use in organizing their ingredients lists, purchase orders, and even recipes. *Handheld Computers for Chefs* introduces the multipurpose use of handheld computers to the foodservice and culinary industry. The easy-to-use guide examines the PDA's multiple uses, such as managing schedules, recipe databases, and menus as well as applications for the front of the house and compatibility with POS systems.

- A comprehensive guide to getting the most out of the PDA in the foodservice industry.
- Proven format for teaching novice technology users and experts alike
- First book in the market to highlight the use of handheld computers in foodservice and culinary professions
- Detailed explanations of applications for handhels, including reference tools, purchasing, POS systems, and more
- Real-world cases provide readers with background and tips on use of the PDA in business situations


**Hospitality Information Systems and E-Commerce**

Dana V. Tesone


*Hospitality Information Systems and E-Commerce* gives hospitality managers an edge in conversing with technology professionals and empowers readers with management awareness and terminology comprehension as it relates to the hospitality industry. *Hospitality Information Systems and E-Commerce*:

- Covers technology used in each segment of the hospitality industry (i.e., lodging, foodservice, and tourism)
- Emphasizes E-commerce and its impact on the hospitality industry
- Includes “On-the-Job” scenarios that provide readers with an application of the topics covered
- Features interviews with information technology professionals in the hospitality industry
- Includes a complete glossary of technology terminology, as well as margin definitions for easy reference

Hospitality Management Accounting

Ninth Edition

Martin G. Jagels

608 pp. • Cloth • 2006


WebCT Student Access Card + Text:

Blackboard Student Access Card + Text:

Visit wiley.com/college/solutions for WebCT and Blackboard information.

Hospitality Management Accounting, Ninth Edition continues to define managerial accounting with new features such as detailed and consolidated coverage of straight-line, units-of-production, sum-of-the-year’s-digits, and double-declining depreciation methods; updated material on inventory control methods, with emphasis on perpetual inventory; a sequential presentation of statement of cash flows and working capital; and new end-of-chapter exercises and problems.


Restaurant Financial Basics

Raymond S. Schmidgall, David K. Hayes, and Jack D. Ninemeier

352 pp. • Paper • 2002

The success of a restaurant depends not only on great food and outstanding service, but also on sound financial management. Restaurant Financial Basics gives restaurant managers the financial knowledge and tools they need to understand, analyze, and report their restaurant's finances accurately, and use that data to help run the business effectively. The book includes:

• Manager’s Briefs that summarize critical accounting principles and practices
• Ready-to-use forms for record keeping and accounting
• Easy checklists to help improve operations and planning
• Web site resources for fast, up-to-date access to further information

Hospitality Financial Accounting

Jerry J. Weygandt, Donald E. Kieso, Paul D. Kimmel, and Agnes L. DeFranco

512 pp. • Cloth • 2004


Excel Working Papers:


WebCT Student Access Card + Text:

Blackboard Student Access Card + Text:

Visit wiley.com/college/solutions for WebCT and Blackboard information.

Hospitality Financial Accounting introduces the identification, recording, and communication of the economic events of an organization in the hospitality industry. Easy-to-understand instructions are given on balance sheets and income statements for a hospitality business, as well as how to use this information to improve profitability. New material in this hospitality-specific adaptation addresses accounting and the hospitality industry, payroll, uniform systems of accounts, and financial reporting.

CONTENTS:

NEW!
Hospitality Financial Management

Agnes L. DeFranco and Thomas W. Lattin

384 pp. • Cloth • October 2006


Hospitality Financial Management provides a straightforward, practical approach to help the hospitality manager effectively analyze hospitality industry management reports and financial statements; prepare accurate business forecasts, strategic pricing models, and effective cost-control systems; manage working capital; develop and finance growth strategies; perform investment analysis; prepare investment packages; negotiate and structure business deals; and ultimately increase shareholder value and personal wealth.

This comprehensive how-to book includes:
• Feature Stories—brief histories of famous hospitality leaders highlighting how they have used financial management skills to attain success for their companies and significant financial rewards for themselves
• Learning Outcomes—a summary of key topics covered in each chapter
• Finance in Action—scenarios that apply the concepts, skills, and techniques presented in the chapter to real-world situations

CONTENTS:
NEW!

Conversational Spanish Grammar for the Hospitality Classroom

Matt A. Casado

256 pp. • Paper • September 2006


Conversational Spanish Grammar for the Hospitality Classroom is a powerful instrument for teaching hospitality students and industry managers. It’s based on essential grammar principles, focused on vocabulary and real-world situations pertaining to the hotel and restaurant profession. Packed with exercises and effective teaching tools, this book is the ideal solution for preparing students for the needs of an increasing number of workers and visitors not fluent in English. It features:

• A large selection of exercises in each chapter
• A companion Web site that includes teaching tips and answers to exercises and quizzes
• Technical vocabulary typically used by workers from Mexico and Central America

CONTENTS:

The Restaurant & Bar English/Spanish Spanish/English Dictionary

Maria Belknap

352 pp. • Paper • 2006

The Restaurant & Bar English/Spanish Spanish/English Dictionary is a comprehensive equivalency dictionary for the bar, restaurant, and hospitality industries. It contains more than 8,000 frequently used, industry-specific words, phrases, and idiomatic expressions organized into eight convenient parts. Immediately useful in the real world, this resource:

• Includes both English-Spanish/Spanish-English equivalencies
• Focuses on general Latin-American Spanish and includes slang, Spanglish, and regional variations
• Features an easy-to-follow “Guide to Spanish Pronunciation” that enables readers to use this dictionary without preparation or linguistic training

CONTENTS:

ALSO AVAILABLE

Conversational Spanish for Hospitality Managers and Supervisors

Basic Language Skills for Daily Operations

Matt A. Casado

304 pp. • Paper • 1995
Casino Operations Management
Second Edition
Jim Kilby, Jim Fox and Anthony F. Lucas
416 pp. • Cloth • 2004

Complete with updated data, industry practice, and trends supported by approachable mathematics and statistics, this edition of Casino Operations Management offers a broad range of expanded and updated coverage to address today's quickly evolving gaming industry, such as gaming establishments outside Las Vegas, including tribal casinos, riverboats, sports books, international gaming trends, and more. New featured material covers Internet gaming, customer service as a marketing tool, and casino and guest security and safety.

CONTENTS:

NEW! AVAILABLE FALL 2007
Special Events
The Roots and Wings of Celebration
Fifth Edition
Joe Goldblatt
528 pp. • Cloth • September 2007

With engaging writing and a plethora of professional resources, this is the definitive "how-to" guide for Event Professionals and students pursuing a career in Event Management.

• Defines the certificate-level and undergraduate course in special events
• Inspiring profiles of event leaders
• Real-world case-studies in event management
• Study prep section included for candidates taking the Certified Special Events Professional [CSEP] exam
• Author is the foremost authority on event management, and is well-known internationally
• Heavily illustrated with 16-page color insert of events photographs

CONTENTS:
NEW!

Global Meetings and Exhibitions
Carol Krugman and Rudy R. Wright
288 pp. • Cloth • September 2006

*Global Meetings and Exhibitions* is the result of two decades worth of planning, managing, and executing multinational and multicultural events across the globe. This comprehensive guide illuminates the procedures and nuances of planning and executing multinational and multicultural events. It offers everything you need to know, including the skills in multinational operations capabilities and cross-cultural awareness that are critical in today’s marketplace. Complete with sample forms and checklists, this hands-on resource walks you through everything you need to know about:

- Planning
- Budgeting
- Logistics
- Venue selection
- Risk management contingency planning
- Cross-cultural operations


The International Dictionary of Event Management
Second Edition
Joe Goldblatt and Kathleen S. Nelson
304 pp. • Paper • 2000

Event management has a language all its own - one that is expanding rapidly as the event marketplace keeps pace with today’s increasingly global economy. Because effective communication is the key to successfully researching, designing, planning, coordinating, and evaluating special events, it is essential to keep pace with the latest terminology. This invaluable reference gives quick access to the terms, phrases, and concepts sure to be encountered in the event management industry. *The International Dictionary of Event Management* includes:

- Updated and expanded entries with the help of event professionals from around the world
- Coverage of catering, marketing, proposal writing, technology, and other important areas
- A section featuring terms grouped according to the key CSEP-identified categories: administration, coordination, marketing, and risk management

**CONTENTS:** Alphabetical listing of terms.

wiley.com/college/bookfair/hospitality
Event Marketing
How to Successfully Promote Events, Festivals, Conventions, and Expositions
Leonard H. Hoyle, Jr.
256 pp. • Cloth • 2002

Corporate Event Project Management
William O’Toole and Phyllis Mikolaitis
ISBN-10: 0-471-40240-0
304 pp. • Cloth • 2002

Art of the Event
Complete Guide to Designing and Decorating Special Events
James C. Monroe and Robert A. Kates
448 pp. • Cloth • 2005
From assessing the client’s decor needs at an event to staying within a client’s budget, Art of the Event provides event planners with a professional-level resource for their everyday needs. This helpful guide is packed with authoritative information on how to design and decorate events and celebrations for 10-2,000 guests. In three parts it covers:

• Basic principles behind design and processes, and successful practices for applying these principles to the event business
• Various decorative elements used in special events, and how to use them in practical and specific ways
• Helpful descriptions and definitions of the various types of special events an event professional may be asked to design or decorate, such as nonprofit events, corporate events, social events, weddings, fairs, and parades

Professional Event Coordination
Julia Rutherford Silvers
496 pp. • Cloth • 2003

*Professional Event Coordination* examines the full event planning process and provides the tools and strategies to effectively procure, organize, implement, and monitor all the products, services, and service providers that will bring an event to life. In addition to dozens of checklists, tables, and figures, this complete guidebook is enhanced with On-Site Insights (real-world examples), Technology Tips, and Exercises in Professional Event Coordination (reinforcement exercises that help in preparation for the CSEP certification exam).


Event Sponsorship
Bruce E. Skinner and Vladimir Rukavina
320 pp. • Cloth • 2002


Event Entertainment and Production
Mark Sonder
ISBN-10: 0-471-26306-0
456 pp. • Cloth • 2003

The Sports Event Management and Marketing Playbook
Frank Supovitz
496 pp. • Cloth • 2004

Event Risk Management and Safety
Peter E. Tarlow
ISBN-10: 0-471-40168-4
288 pp. • Cloth • 2002

Tourism Planning and Policy
Dianne Dredge and John Jenkins
504 pp. • Paper • November 2006
Informed tourism policies and plans require a critical appreciation of the historically complex and dynamic contexts in which public policy is developed and implemented, and of the impacts of public policy. The principle aim of Tourism Planning and Policy is to raise students’ and practitioners’ knowledge of tourism planning and policy-making and help develop their skills in analyzing policy and planning processes and outcomes in diverse settings. The book also gives practical insights and understandings that students will be able to apply in a range of careers.

- Excellent coverage of topics including chapters on trends, perspectives and practice, indigenous tourism, local tourism, and protected areas.
- Case studies conclude each chapter to illustrate the application of concepts, theories, models, principles and processes.
- A wealth of end of chapter material including key terms, questions and exercises to enhance scholarly review of the content of each chapter.
- Two practical features in each chapter illustrate and reinforce chapter content:
  - Planning in Practice: presents how a tourism issue has been implemented and/or managed
  - Tourism Planning Breakthrough: presents an example of a cutting edge tourism plan or process

Tourism

Principles, Practices, Philosophies

Tenth Edition

Charles R. Goeldner and J. R. Brent Ritchie


608 pp. • Cloth • 2005

Virtually every country has taken steps to increase its number of visitors in recent years, and with each new edition, *Tourism* has remained the must-have resource dedicated to providing an exciting and comprehensive introduction to the world’s most rapidly growing industry. This *Tenth Edition* explores new trends in travel and tourism, while continuing the book’s long-standing tradition of taking a global look into the economic, political, and social forces that drive and shape tourism. Written by two internationally respected experts, *Tourism, Tenth Edition* includes:

- An extensive treatment of the changing world of travel distribution
- A new look at the future of travel
- New coverage of crisis management
- Updated lists of Internet sites for further research
- Numerous pedagogical aids throughout, including review questions, case problems, and Internet exercises


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Tourism Management

Third Edition

David Weaver and Laura Lawton


504 pp. • Paper • 2006

*Tourism Management, Third Edition* builds upon the strength of the previous editions by introducing students to the complexities of the tourism system. The third edition has been updated with recent industry and research developments and retains the thoroughness of content and application that had been established in the previous editions. A theme of this edition is looking at the challenges of tourism in a time of regional and international uncertainties and complexities as a consequence of terrorism and security threats, health issues such as SARS, natural events like the Boxing Day Tsunami and the changing geo-political landscape.

- A thorough discussion of the economic, sociocultural and environmental impacts of tourism
- Includes a chapter on sustainable tourism including ecotourism, sustainable mass tourism and industry responses and practices
- Includes a chapter on tourism research which introduces students to the important role of research in tourism
- Discussion questions and practical exercises in each chapter
- Appendices giving basic tourism statistics for all countries as well as information on tourism journals and organizations
- New case studies in all chapters illustrate the themes presented in the chapters, examples include the issues of sustainability with environmentally sensitive tourist regions, emerging tourist markets like China, and the ability of tourist systems to respond to crisis and disasters like the Indonesian tsunami of 2004

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