



Restaurant Concepts, Management, and Operations, 8th Edition

John R. Walker

E-Book

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DESCRIPTION

Restaurant Concepts, Management, and Operations, 8th Edition takes the reader from the initial idea to the grand opening. It features comprehensive, applications-based coverage of all aspects of developing, opening, and running a restaurant. This includes topics such as staffing, legal and regulatory concerns, cost control and general financing, marketing and promotion, equipment and design, the menu, sanitation, and concept. A one-stop guide to the restaurant business, the Eighth Edition of Walker's, ***Restaurant Concepts, Management, and Operations*** continues the success of previous editions, providing, in an easy-to-read way, all of the skills and information needed to master every challenge and succeed in this highly competitive and rewarding industry. Each chapter has been revised, updated, and enhanced with numerous industry examples, sidebars, charts, tables, photographs, and menus. All of this information will help restaurant owners make the decisions necessary to build a thriving business.

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NEW TO EDITION

- New reorganization of the chapters: This edition is condensed to 14 chapters, now better fitting a traditional semester schedule and consolidated for a more coherent read.
- Information on minimum wage, food trucks, gluten-free cooking, and menu items is now included.
- Numerous Industry Examples are interspersed throughout to help students understand the topics and concepts being discussed.
- Examples and discussions of the overtime rule, new restaurant concepts and their founders are now included.
- New sections on successful strategies in healthy eating, veganism, and vegetarianism, and how they all relate to the restaurant business, are now included.
- An increased focus toward the independent restaurateur has been continued for this new edition.
- Restaurant Profiles are featured at the beginning of each of the five parts of the book. These profiles highlight a particular restaurant and detail all components of its organization.
- Additional emphasis on restaurant business plans, restaurant management, and operations is included in this new edition.

FEATURES

- Comprehensive and reader friendly approach to all the basics
- Takes readers step-by-step through the complicated process of planning, creating, and opening any type of restaurant
- Includes information on topics such as staffing, legal and regulatory concerns, cost control and general financing, marketing and promotion, kitchen planning and design, the menu, sanitation and concept
- Strong pedagogical features such as learning objectives, key terms and concepts, and review questions in each chapter
- Includes up-to-date restaurant profiles, as well as sidebars offering advice, charts, tables, photographs and menus