Serving people is difficult and demanding work, but the rewards outweigh the challenges. Education, training, and a professional attitude are the ingredients needed to harvest those rewards. Presenting Service, 2E educates servers, supervisors, and managers in the techniques and demeanor of professional service. This book pays special attention to the historical context of service, the manager's role in good service including hiring and managing employees, how to become a good server, and the various types of service in food-service operations. 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.

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NEW TO EDITION

• A full chapter on Bar and Beverage Service is new and includes coverage of specialty coffees, cocktails, wine service, and table etiquette as well as important information on serving alcohol responsibly.

• Classic Service Styles including the techniques of French, Russian, American, English, and Chinese service are described in a separate new chapter.

• A new chapter on Table Etiquette contains a historical perspective as well as a complete description of etiquette rules concerning special foods and various cultures such as European, Chinese, Indian, and Middle Eastern Dining.

• Features Customer Service and Foodservice Security boxes that convey tips and best practices for handling customer and security issues throughout the book.

• An expanded new glossary that includes additional key terms for bar and beverage service, table etiquette, and classic service styles.

• Includes a new appendix: Duties of Some Service Workers that explains the responsibilities of the frontline staff including the host, server, bus person, and bar server.

• Features Internet sources at the end of each chapter that provides websites for additional information presented in the chapter.

FEATURES

• Provides students with the skills to create a good dining experience through good service.
• Includes helpful pedagogy throughout, such as learning objectives, key terms, chapter summaries, chapter reviews, and boxes covering such key topics as customer service, foodservice security, and sanitation

• Filled with checklists that easily walk the server and manager through good service practices

• Case studies are included throughout, which give students exposure to real world scenarios

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