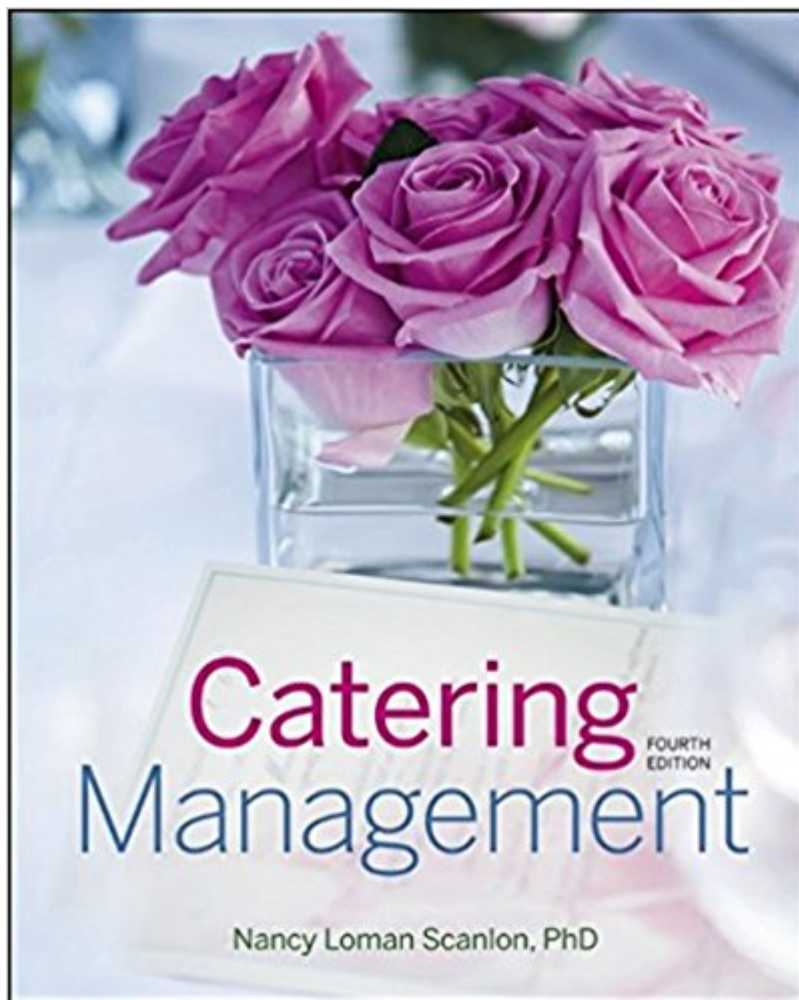




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Catering Management



Synopsis

An essential, comprehensive, and up-to-date guide for catering professionals *Catering Management* covers all aspects of the catering business, from sales, marketing, and pricing to food and beverage service, menu planning, equipment, staff training, and more. This new edition is completely revised with information on sustainable and green catering practices, digital menu and proposal design, new catering industry software, and the expansion of the event market. State-of-the-art marketing strategies, including social networking, web promotion, and on-demand proposal development are also covered in detail. Completely updated with the latest industry practices and guidelines Covers every aspect of catering, from business management basics to food service and menu design Written by an expert with more than 35 years of experience in the business Whether you're starting a catering business or just trying to catch up with the competition, *Catering Management*, 4th Edition is the comprehensive reference that tells you everything you need to know.

Book Information

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Customer Reviews

The comprehensive, fully up-to-date guide to managing your catering business Successful catering involves much more than just creating a great meal. Running your catering business properly also requires robust skills in marketing, cost control and budgeting, and day-to-day business management. *Catering Management*, Fourth Edition gives working professionals and aspiring caterers the detailed advice and crucial business skills needed for successful on- and off-premise catering. The book covers all the fundamentals, including styles of catering operations, menu design and pricing, food and beverage service, managing staff and equipment, and much more. Updated to

reflect the very latest in a growing field, this new edition covers current trends in sustainable practices, digital menu and proposal design, new software and equipment, social networking, online promotions, and on-demand proposal development. With essential management techniques that will keep current practitioners on the cutting edge and expert advice to help kick-start aspiring caterers' careers, *Catering Management* is an ideal all-purpose guide to the industry.

Nancy Loman Scanlon, PhD, has more than thirty-five years of experience in the hospitality industry and has worked in food and beverage management positions with the Hilton Hotels Corporation, Interstate Hotels & Resorts, and Marriott International. She is currently an Associate Professor at the Chaplin School of Hospitality and Tourism Management at Florida International University. Her other books include *Marketing by Menu*, *Restaurant Management*, and *Quality Restaurant Service Guaranteed*.

excellent book for the class I'm taking.

Very informative. Gave it to one of my colleagues to read too. I'm sure I will pass it around for other people to read too.

I only had to use the book once but the pictures aren't in color and for food that would probably be nice to have.

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