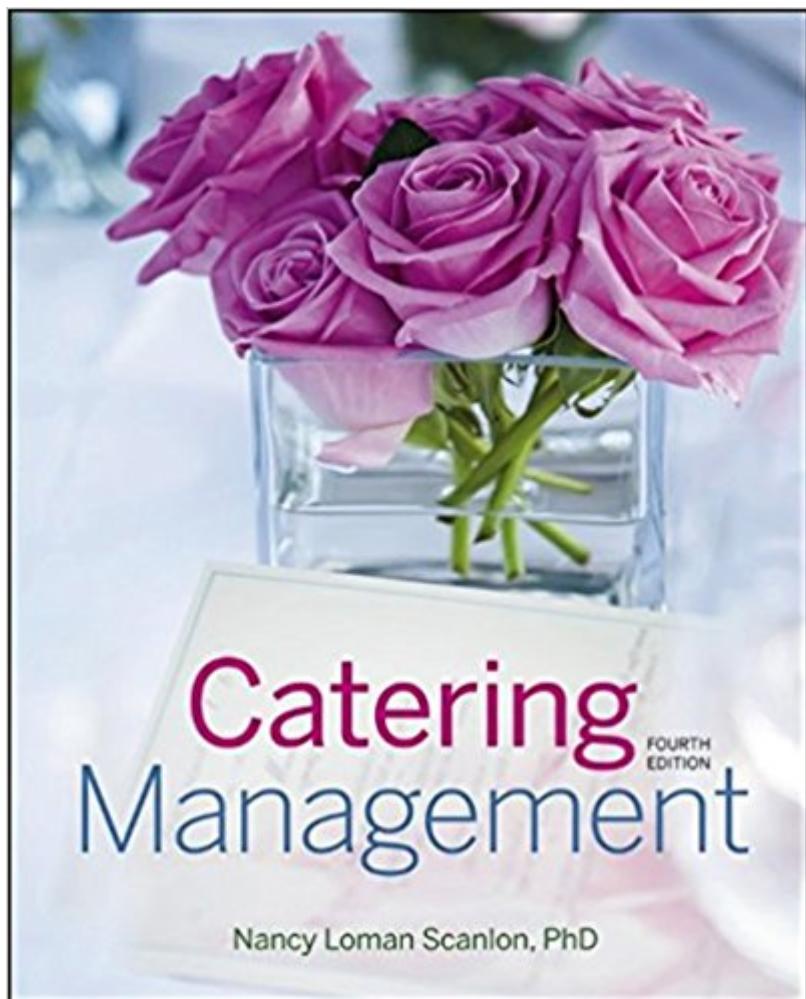


The book was found

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

Hardcover: 262 pages

Publisher: Wiley; 4 edition (December 17, 2012)

Language: English

ISBN-10: 1118091493

ISBN-13: 978-1118091494

Product Dimensions: 8.3 x 0.8 x 11 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #286,198 in Books (See Top 100 in Books) #58 in Books > Cookbooks, Food & Wine > Entertaining & Holidays > Tablesetting #645 in Books > Business & Money > Industries > Hospitality, Travel & Tourism #8601 in Books > Textbooks > Business & Finance

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.

[Download to continue reading...](#)

Catering Management Off-Premise Catering Management On-Premise Catering: Hotels, Convention Centers, Arenas, Clubs, and More How to Start a Home-based Catering Business (Home-Based Business Series) Catering: A Guide to Managing a Successful Business Operation Professional Catering Catering Solutions: For the Culinary Student, Foodservice Operator, and Caterer Boathouse to Botswana: A catering memoir Transnational Management: Text, Cases & Readings in Cross-Border Management (Asia Higher Education Business & Economics Management and Organization) Agile Project Management: QuickStart Guide - The Simplified Beginners Guide To Agile Project Management (Agile Project Management, Agile Software Development, Agile Development, Scrum) Supply Chain Management: Strategy, Operation & Planning for Logistics Management (Logistics, Supply Chain Management, Procurement) Management: Take Charge of Your Team: Communication, Leadership, Coaching and Conflict Resolution (Team Motivation, Workplace Communications, Employee ... Team Management,

Conflict Management) A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Time Management: Guide to Time Management Skills, Productivity, Procrastination and Getting Things Done (time management, procrastination, productivity, ... successful people, efficiency, schedule) MARIJUANA: Guide To Illness And Pain Management (Medical Marijuana, Pain Management, Cannabis, Epilepsy, Cancer Treatment, Chronic Pain) Effective Leadership and Management in Nursing (8th Edition) (Effective Leadership & Management in Nursing (Sull) Essentials of Nursing Leadership & Management (Whitehead, Essentials of Nursing Leadership and Management) Financial Management for Nurse Managers and Executives, 4e (Finkler, Financial Management for Nurse Managers and Executives) The Tracks We Leave: Ethics and Management Dilemmas in Healthcare, Second Edition (Ache Management Series) Case Management: A Practical Guide for Education and Practice (NURSING CASE MANAGEMENT (POWELL))

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)