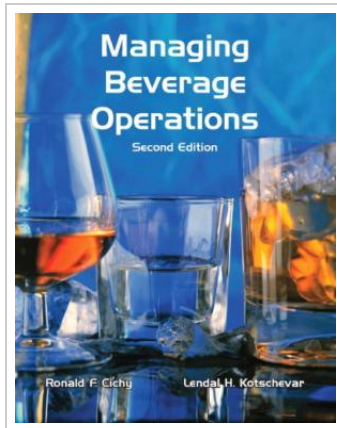




Managing Beverage Operations with Answer Sheet (Ahlei)

By Ronald F Cichy, Lendal Henry Kotschevar, American Hotel Lodging Educational Institute

Educational Institute, United States, 2012. Paperback. Book Condition: New. 2nd. 229 x 178 mm. Language: English . Brand New Book. Restaurant and bar supervisors and managers, food and beverage directors, and aspiring hospitality professionals will benefit from the practical information presented in this book. The new edition of this textbook (formerly titled Managing Beverage Service) focuses on the successful elements of a beverage operation, based on research to identify those that are thriving. Discussions of leadership and supervision focus on the management and leadership practices specific to a beverage operation, including emotional intelligence and the importance of relationships, communication, recruitment and training, and motivation and performance reviews. Bar operations covers a real-world approach to beverage controls, from purchasing through serving, technology, design, and handling guest complaints. A new chapter on sales and marketing includes both food and beverage products, and boosting sales through technology and unique service.



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