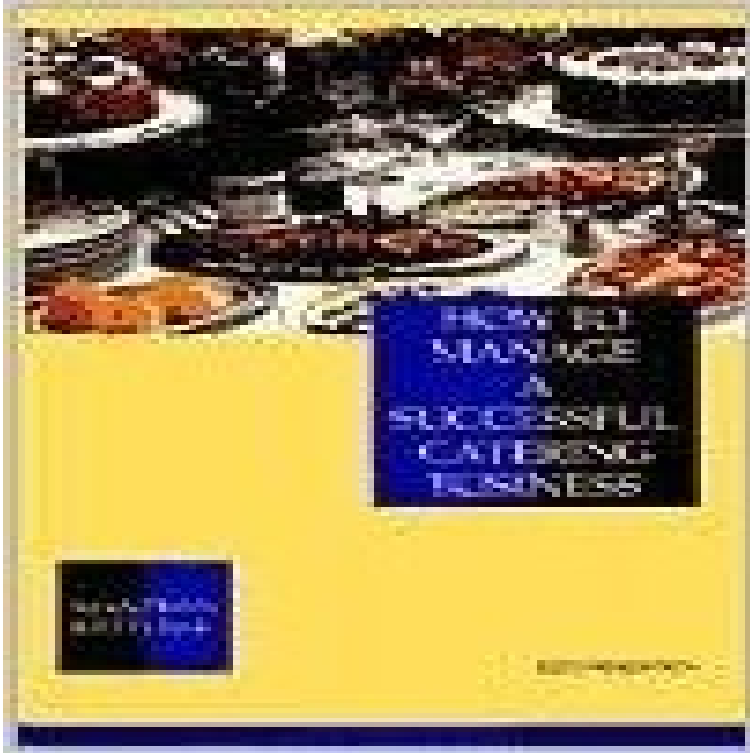


How to Manage a Successful Catering Business



This is a new edition of a handbook which gives practical, indepth, step-by-step information of all facets of running a successful business. Written by a veteran in the culinary field, Manfred Ketterer defines the catering business as a profession and clearly distinguishes it from its restaurant counterparts. His advice assists in organizing, planning, directing and controlling an efficient catering operation. With added chapters on setting up a banqueting bar, computerization and off-premise catering this work offers a complete understanding of the various challenges a caterer must face in an ever changing and competitive market. This book should be of interest to catering professionals, hotel managers, restaurant owners and operators.

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