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The Professional Bar & Beverage Manager's Handbook: How to Open and Operate a Financially Successful Bar, Tavern, and Nightclub With Companion CD-ROM

Amanda Miron, Douglas R Brown

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A successful beverage operation is much more than top-shelf cocktails. In today's market, whether running a stand-alone business or one incorporated into a restaurant, hotel or food service operation, the successful bar operator needs product and equipment knowledge, management savvy, marketing skills, insight into the latest trends, and, of course, a strong grasp of mixology.

All this and more is detailed in this guide. More than just recipes, it will show you step by step how to set up, operate and manage a financially successful beverage operation. This book is ideal for professionals in the hospitality field as well as newcomers who may be looking for answers to cost containment and training issues.

There are literally hundreds of innovative ways demonstrated to streamline your bar or beverage operation. Existing operators will appreciate this valuable resource and reference in their daily activities and as a source of ready-to-use forms, Web sites and operating and cost cutting ideas. The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com

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