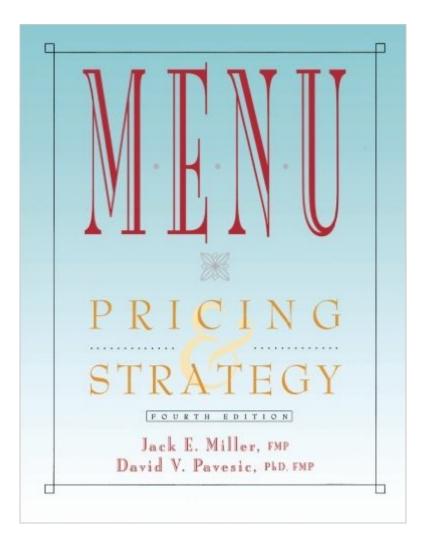
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Menu: Pricing And Strategy





Synopsis

Now in its fourth edition, this popular guide to designing and pricing menus has even more information that will help turn your ordinary menu into a merchandising and cost control tool. Two of the industry's top hospitality educators, Jack Miller and Dave Pavesic, have teamed up to make this new edition the best book available on menu pricing and design. This revised edition includes New sections on the history of the restaurant industry The psychology of menu pricing and design How to write menu copy Use of coupons and discounts Demand and market driven pricing Menu sales mix analysis Expanded glossary of menu terms

Book Information

Paperback: 240 pages Publisher: Wiley; 4 edition (July 14, 1996) Language: English ISBN-10: 0471287474 ISBN-13: 978-0471287476 Product Dimensions: 8.6 x 0.6 x 11 inches Shipping Weight: 1.5 pounds (View shipping rates and policies) Average Customer Review: 2.0 out of 5 stars Â See all reviews (3 customer reviews) Best Sellers Rank: #737,866 in Books (See Top 100 in Books) #52 in Books > Business & Money > Management & Leadership > Pricing #302 in Books > Cookbooks, Food & Wine > Professional Cooking #1194 in Books > Business & Money > Industries > Hospitality, Travel & Tourism

Customer Reviews

Black and white for a 70\$ book seriously. It would also be nice if they would throw in a menu design program. And i felt the picture quality lacking as well.

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