



# How to Open and Run a Successful Restaurant, 3rd Edition

*Christopher Egerton-Thomas*

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## **How to Open and Run a Successful Restaurant, 3rd Edition** Christopher Egerton-Thomas

This practical guide covers every critical aspect of starting and running a successful restaurant from coming up with a winning concept, choosing a location, and equipping a kitchen, to designing the menu, decorating the dining room, and managing a staff. This Third Edition features an expanded examination of the franchise system, in-depth discussions on customer relations, and a wealth of information on staff training. Readers will enjoy the authors bouquet of anecdotes and restaurant lore from around the world, which is as entertaining as it is instructive.

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