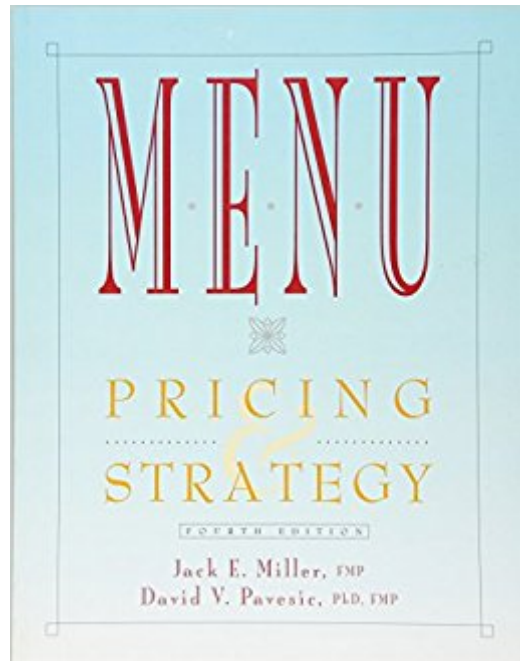




The book was found

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 3 customer reviews

Best Sellers Rank: #878,885 in Books (See Top 100 in Books) #56 in Books > Business & Money > Management & Leadership > Pricing #311 in Books > Cookbooks, Food & Wine > Professional Cooking #1610 in Books > Business & Money > Industries > Hospitality, Travel & Tourism

Customer Reviews

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

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.

Sorry, but I didn't get any useful information from this book. Using common sense will net you more assistance for pricing.

Good

[Download to continue reading...](#)

Menu: Pricing and Strategy Food Service Menus: Pricing and Managing the Food Service Menu for Maximun Profit (The Food Service Professional Guide to Series 13) Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitabilit (paperback) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability Modern Portfolio Theory, the Capital Asset Pricing Model, and Arbitrage Pricing Theory: A User's Guide The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution Practical Pricing: Translating Pricing Theory into Sustainable Profit Improvement The Menu: Development, Strategy, and Application The Strategy and Tactics of Pricing: New International Edition The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making The Strategy and Tactics of Pricing: A Guide to Growing More Profitably Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures ('001) Strategy and Tactics of Pricing: A Guide to Profitable Decision Making (College Version) (2nd Edition) Setting Profitable Prices, + Website: A Step-by-Step Guide to Pricing Strategy--Without Hiring a Consultant Off the Menu: Asian and Asian North American Women's Religion and Theology Cooking the Cuban Way: Culturally Authentic Foods, Including Low-Fat and Vegetarian Recipes (Easy Menu Ethnic Cookbooks) Crafting and Executing Strategy: Concepts and Readings (Crafting & Executing Strategy: Text and Readings) Month of Meals: A Menu Planner Best Body Cookbook & Menu Plan: You're 52 days away from Your Best Body

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)