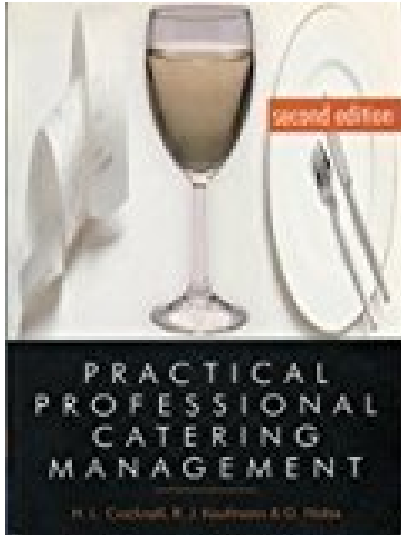


Practical Professional Catering Management



BOOK DETAILS

- Author : H. L. Cracknell
- Pages : 928 Pages
- Publisher : Cengage Learning
- Language : English
- ISBN : 1861528825

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BOOK SYNOPSIS

Practical Professional Catering Management is essential reference reading for anyone wanting to understand exactly how to set up and run a catering business or service. It has stood the test of time because of its solid, reliable factual data developed around the chronological sequence of catering operations. Its practical approach is in contrast to many of its newer competitors who offer more generalised theories. The largely rewritten new edition prepares the practitioner and the student for the challenge of delivering service of the highest quality to the increasingly discerning international customer. Its focus remains on the catering cycle, the backbone of catering operations. It is updated to include changes in legislation and best practice. Practical Professional Catering Management is aimed at students in further education and universities studying for NVQ, GNVQ, HND, HCIMA, BA and BSc courses in catering and hospitality and practitioners already working in the hospitality and catering industry.

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