



Management by Menu

By Lendal H. Kotschevar, Diane Withrow

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Management by Menu is an invaluable resource for its presentation of the menu as a central theme that influences all foodservice functions. Its unique perspective of tying the menu to overall management principles provides the future manager with the "big picture" of the operation of a restaurant.

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Editorial Review

From the Back Cover

Setting the standard for menu management—newly updated

Management by Menu, Fourth Edition presents the menu as the central influence on all foodservice functions. This unique approach clearly outlines both the "big picture" behind a well-run foodservice operation, and the practical details of costing, planning, analyzing, purchasing and production, beverage management, promotion, and service. Both students and working managers will come away from this book able to clearly develop a menu and effectively use it as a management tool.

Thoroughly updated with the latest changes affecting the industry, this Fourth Edition has also been revised to give readers a more hands-on learning experience. Sample menus, mini-case studies, self-test review questions, and other new features lead to greater interactivity and engagement with the material. Coverage of new, helpful technologies is now integrated throughout the book. This Fourth Edition also includes new coverage of:

- Nutrition, health, diets, and the new Food Pyramid, all appearing wherever relevant
- How the foodservice industry has advanced over the past ten years, including specific segments and demographic supporting data
- Innovative menu pricing strategies, featuring non-cost approaches such as pricing by sales potential or margin analysis
- Today's menu building software, offering a variety of examples and tools
- Ethical leadership in restaurant management, discussed in an entirely new chapter
- A newly created Study Guide provides several additional resources to help readers review the material and exercises to test their knowledge of key topics and concepts

A dynamic guide for today's foodservice industry, Management by Menu, Fourth Edition sets the standard for understanding menu management.

About the Author

LENDAL H. KOTSCHEVAR, PhD, (1908-2007) was Professor Emeritus at Florida International University.

DIANE WITHROW is Program Coordinator of the Hotel Restaurant Management Program at Cape Fear Community College in North Carolina.

Users Review

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