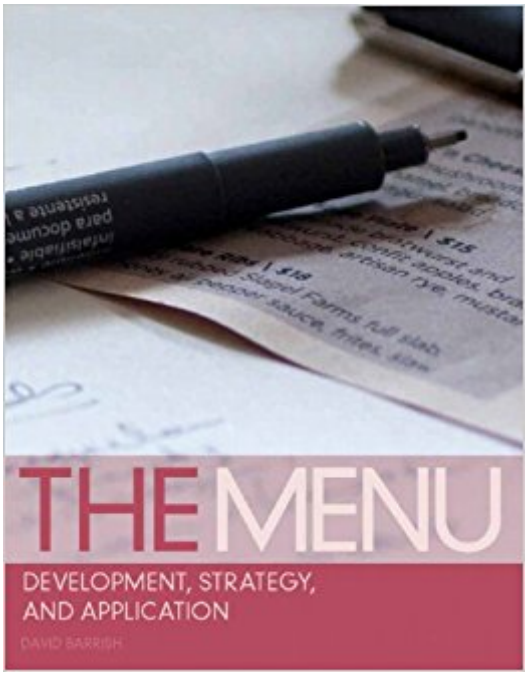
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The Menu: Development, Strategy, And Application



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Synopsis

The Menu: Development, Strategy, and Application offers an indispensable business resource for creative culinarian and hospitality manager students transitioning into careers. This text bridges understanding and action by avoiding a prescriptive approach in favor of recommendations and examples of best practices that bolster the creative process. Contextual exercises throughout each chapter help todayÃ¢â ¬â„¢s student actively transform learning into relevant, career-based skill sets. Following a logical sequence, the text addresses American Culinary Federation competencies such as Beverage Management, Business and Math Skills, Food Preparation, Nutrition, Purchasing and Receiving, and Sanitation.

Book Information

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