

Inside the Minds: The Restaurant Business -Industry Leaders Offer up a Behind the Scenes Glimpse into the Dynamic World of Food Service



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Inside the Minds: The Restaurant Business (italicize first 6 words) is an authoritative, insider's perspective on the ins and outs of the food service industry and the future of the business, on a global scale. Featuring Presidents and CEOs, all representing some of the nation's premiere eateries and most reputable brands, this book provides a broad, yet comprehensive overview of the current shape and future state of the industry. Discussing food trends and changes as well as the intricacies of delivering optimal customer service, raising critical points around the sheer vulnerability of independents and the importance of details as metrics for brand differentiation, authors articulate the finer points around this industry in a thoroughly satisfying read – from beginning to end. Restaurateurs across all markets offer up their thoughts on the key processes involved in finding and retaining the right employees and the indispensable characteristics and capabilities of the successful proprietor, while touching upon the finer points around this business now, and what will hold true into the future. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great minds of today, as experts offer a candid and unprecedented glimpse into an endlessly demanding and fully gratifying industry.

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