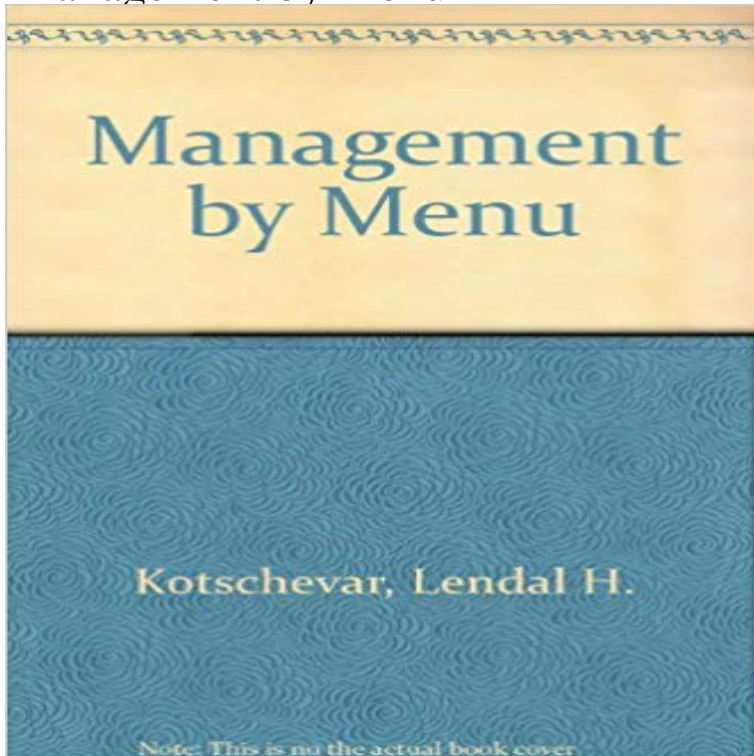


## Management by Menu



The updated edition of this classic text focuses on how the menu controls and influences every aspect of the foodservice operation. Discusses decision-making regarding menu-planning, pricing, cost control, analysis and menu mechanics. Provides background information on the foodservice industry and describes menu development from conception to implementation. Includes a new chapter on management by computer use, handy chapter outlines, attractive tables and illustrations.

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