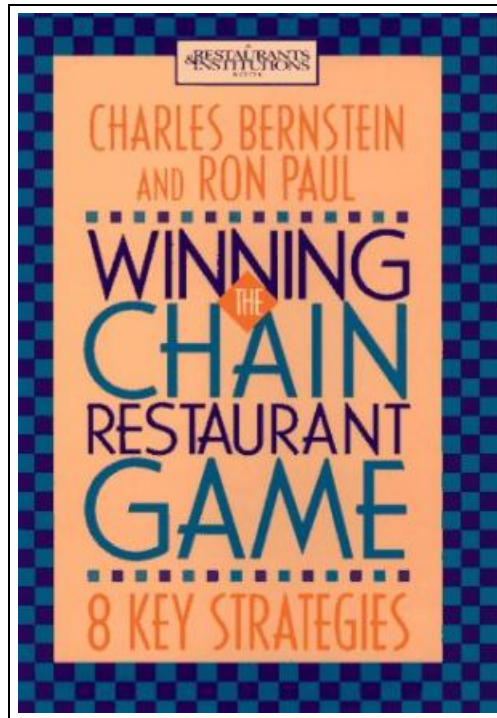


## Winning the Chain Restaurant Game: Eight Key Strategies (Hardback)



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John Wiley Sons Inc, United States, 1994. Hardback. Condition: New. Language: English . Brand New Book. Winning the Chain Restaurant Game Are you ready for success? Find out what it takes in this insider s guide to making it in today s most exciting growth industry. In this instructive and inspiring book, award-winning authors and foodservice industry experts Charles Bernstein and Ron Paul tell how the most successful restaurant companies win with bottom-up management, putting the customer on top. Based on interviews with more than a hundred industry executives and packed with enlightening examples as well as a few historic failures, this unique book teaches important lessons for restaurateurs and other entrepreneurs: â Presents the first authoritative, in-depth look at the restaurant chain industry as a whole â Tells how successful chain CEOs produce results with varied winning styles â Isolates and clearly describes the eight crucial factors, or strategic links, vital to restaurant chain success â Tells how chains can capitalize on bulk purchasing, brand identity, consistent execution, an individual sense of style and--most of all--finding unique ways to please the customer Few success stories so thoroughly embody the twentieth-century American dream as those of restaurant chains such as McDonald s, KFC, Pizza Hut, Wendy s, Little Caesar s, and Taco Bell. But besides the true grit demonstrated by entrepreneurial heros like McDonald s Ray Kroc and Wendy s Dave Thomas, what does it take to build and maintain a successful restaurant or retail chain? Find out in this first book to give a broad, long-term perspective on one of the nation s leading growth industries and to offer crucial lessons for all entrepreneurs, no matter what the business. Winning the Chain Restaurant Game, by award-winning authors and noted foodservice industry experts Charles Bernstein and Ron Paul, documents the...



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