



Opening a Restaurant: From inception to reception

Geordy Murphy

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This easy-to-read volume includes everything you need to open and run a successful restaurant:

- Checklists to help you through every step of the project and keep you on track
- Sample manuals, business plans, contracts, and more
- Tips on defining your public and designing your space
- Shopping lists
- Job descriptions and hiring recommendations
- Advice from the industry's top experts
- Input from chefs and restaurant owners around the world
- ...and much, much more

Make your restaurant dream a reality with this foolproof guide.

"The variables of the restaurant business are never ending and every opening presents new challenges.

Take a moment and hedge your bet. Geordy's experience and expertise will help pave the path to a profitable long term operation.

This is a must read for all restaurateurs."

Chef Bradley Ogden

"A wonderful book and I wish I had it available years ago. Would have saved a lot of sweat and money!

From dream to reality is often a perilous journey, and opening a restaurant one of the most. But this guidebook, *OPENING A RESTAURANT*, has got it covered. Reading it you can get it right and enjoy the ride without ever losing heart. If you start to, read the book again."

Chef Jeremiah Tower

"Despite the fact that almost everyone *knows* the road to restaurants as a successful business is literally choking with failures ... *so few* people heed the mortality rates and *do* something to avoid becoming yet another victim our profession's admittedly alluring 'siren call'. If you want to create very *much* better odds for yourself than others... get this book by Geordy Murphy. He is a proven performer, operator, coach and Jedi master in a very volatile world! You will even *enjoy* the ride I bet."

Chef Norman Van Aken

"I learned more from my subordinates than all the books and bosses I had over my lifetime in hotels and restaurants. I knew when I first met Geordy, I was going to learn a lot. The key to hospitality is to be 'hospitable,' Geordy is the quintessential hospitality person as well as one

of the best operators I have met. I learned a lot and you will also."

Tom Latour

CEO/Pres Kimpton Group

Principal Latour Hotels and Resorts/ Properties

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Robert Ford:

Are you kind of busy person, only have 10 or maybe 15 minute in your moment to upgrading your mind skill or thinking skill possibly analytical thinking? Then you are experiencing problem with the book as compared to can satisfy your limited time to read it because all of this time you only find book that need more time to be learn. Opening a Restaurant: From inception to reception can be your answer because it can be read by an individual who have those short spare time problems.

Melvin Bragg:

The book untitled Opening a Restaurant: From inception to reception contain a lot of information on it. The writer explains the girl idea with easy method. The language is very simple to implement all the people, so do not worry, you can easy to read this. The book was compiled by famous author. The author brings you in the new time of literary works. You can easily read this book because you can continue reading your smart phone, or product, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can wide open their official web-site and also order it. Have a nice go through.

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