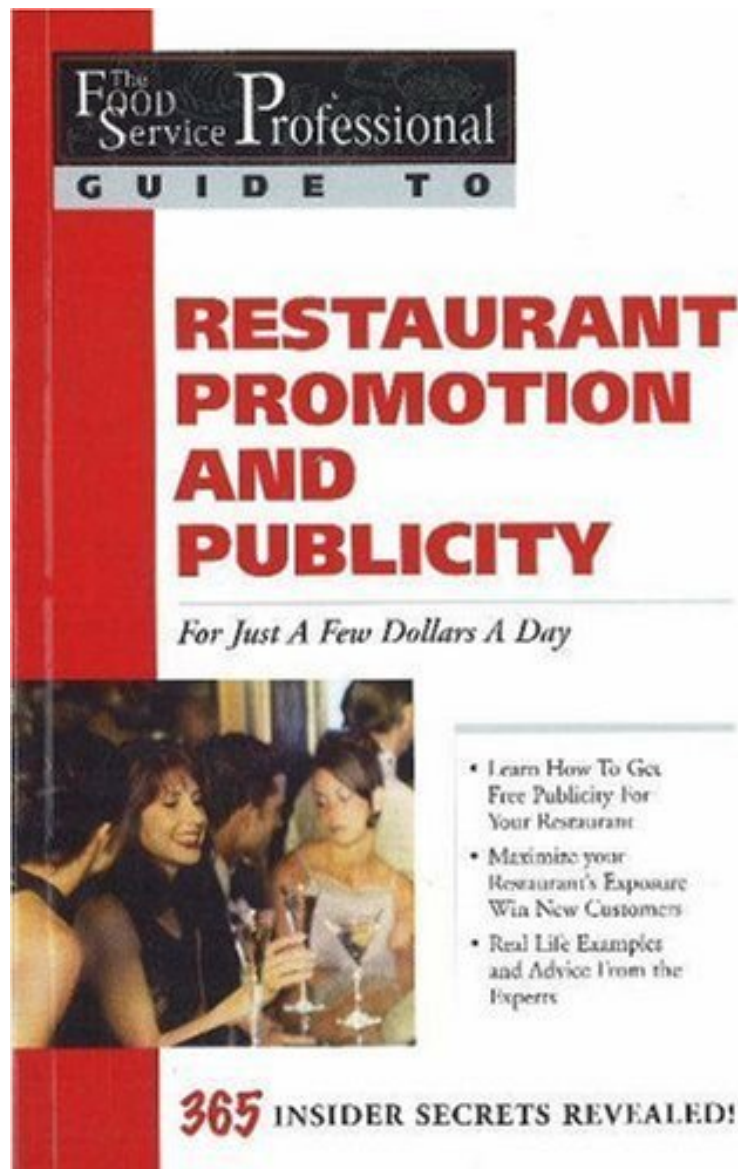


(Download free ebook) Restaurant Promotion and Publicity: For Just a Few Dollars a Day (Food Service Professionals Guide, Vol. 4)

## Restaurant Promotion and Publicity: For Just a Few Dollars a Day (Food Service Professionals Guide, Vol. 4)

*Tiffany Lambert*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#1906315 in eBooks 2002-09-02 2002-09-02 File Name: B002IUZM0I | File size: 16.Mb

**Tiffany Lambert : Restaurant Promotion and Publicity: For Just a Few Dollars a Day (Food Service Professionals Guide, Vol. 4)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Restaurant Promotion and Publicity: For Just a Few Dollars a Day (Food Service Professionals Guide, Vol. 4):

0 of 0 people found the following review helpful. A Must Have Book of InformationBy Estelle GreenI could not put this book down upon receiving it. Very good information that I will be putting into practice. Lots of good ideas and websites. Very easy to read and straight to the point as to what you need to know and how to accomplish it as well as where to go. Excellent book to have!!0 of 5 people found the following review helpful. Sent the wrong bookBy VCI got this book as a gift! They sent the wrong book.. Since it was gifted I could not even return it!!5 of 6 people found the following review helpful. This book is a MUST HAVEBy JEBThis book is a MUST HAVE for anyone looking for inexpensive methods to get promotion and publicity for a restaurant or any type of eatery. Tiffany Lambert has loaded this book with a treasure trove of easy, cheap techniques to get more customers into your establishment. The joy of this book is in its simplicity. All too often industry publications are too technical and hard to understand. Also, it seems to this reader that much of what is out there about promotion and publicity requires substantial amounts of time and money; both of which are in short supply in most restaurants. If you are looking for inexpensive promotion and publicity constantly, without too much effort and cost, Lambert provides ideas for monthly, weekly or even daily promotions that will get and keep your business' name on your customer's lips. The ideas and concepts presented in this book for special promotions for special interest groups, including children is priceless. It is special touches like these that play up the uniqueness of your business that make this book special. Overall, this is a wonderful, concise guide that everyone interested in getting more customers at low cost should have. I totally recommend it to you. It is a MUST READ!

This series of fifteen books - The Food Service Professional Guide TO Series from the editors of the Food Service Professional magazine are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast-to-read, easy to understand and will take the mystery out of the subject. The information is boiled down to the essence. They are filled to the brim with up to date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you will not find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the theory. Every paragraph in each of the books are comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas. You will be using your highlighter a lot! The best part aside from the content is they are very moderately priced. The whole series may also be purchased the ISBN number for the series is 0910627266. You are bound to get a great new idea to try on every page if not out of every paragraph. Do not be put off by the low price, these books really do deliver the critical information and eye opening ideas you need to succeed without the fluff so commonly found in more expensive books on the subject. Highly recommended! Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 144 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.