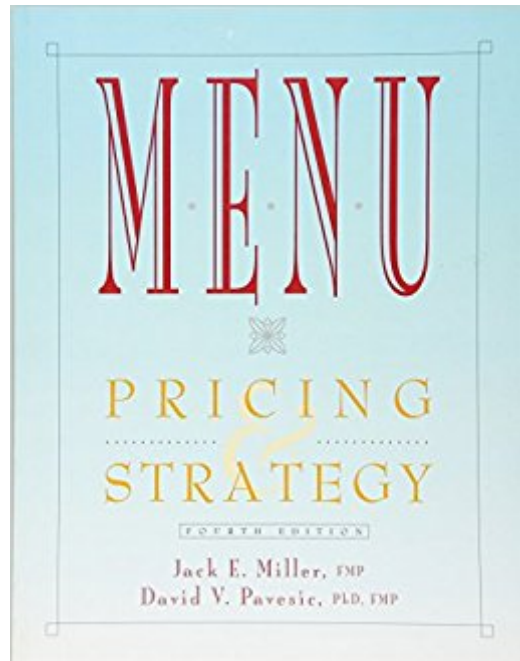




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Menu: Pricing And Strategy



Synopsis

Now in its fourth edition, this popular guide to designing and pricing menus has even more information that will help turn your ordinary menu into a merchandising and cost control tool. Two of the industry's top hospitality educators, Jack Miller and Dave Pavesic, have teamed up to make this new edition the best book available on menu pricing and design. This revised edition includes New sections on the history of the restaurant industry The psychology of menu pricing and design How to write menu copy Use of coupons and discounts Demand and market driven pricing Menu sales mix analysis Expanded glossary of menu terms

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