



Strategic Questions in Food and Beverage Management (Hospitality, Leisure and Tourism)

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With contributions from widely respected and acclaimed thinkers in the field of hospitality, this text tackles 'hot' topics such as:

- * Is McDonaldization inevitable?
- * Do restaurant reviews have any impact?
- * Can hotel restaurants ever be profitable?
- * Celebrity chefs and cooks - do we need them?

Challenging and provocative, Strategic Questions in Food and Beverage Management is an essential text for all final year and postgraduate students of hospitality.



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