



Restaurant Marketing for Owners and Managers

Patti J. Shock, John T. Bowen, John M. Stefanelli

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The complete guide to marketing for restaurant managers

- How do I market my restaurant to prospective customers?
- Do loyalty programs really work?
- How do I communicate with my local newspaper to get the biggest "bang" for my marketing buck?

By providing specific tools and methods tying marketing theory to practice, this concise, easy-to-use book provides restaurant and foodservice managers with answers to these marketing questions and many more.

Part of the Restaurant Basics Series, this hands-on resource offers a variety of material that is applicable to the day-to-day operation of a foodservice business, including strategies linking the location and design of a restaurant with its menu and pricing, as well as guidance on how to implement a marketing plan and budget.

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