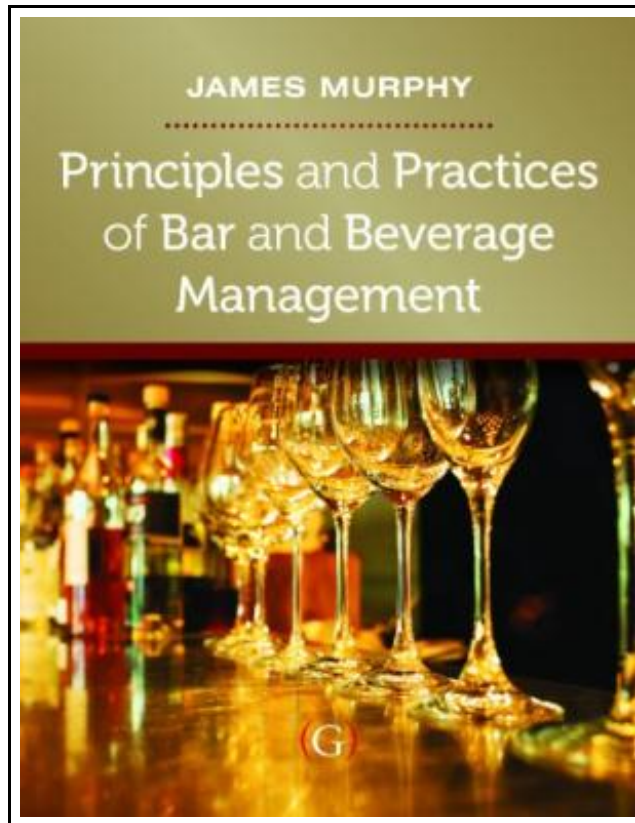


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Goodfellow Publishers Limited. Paperback. Book Condition: new. BRAND NEW, Principles and Practices of Bar and Beverage Management: Raising the Bar, James Murphy, Principles and Practices of Bar and Beverage Management: raising the bar is a comprehensive text and resource book designed to explain the latest developments in and new complexities of managing modern bars- be they stand alone or part of larger institutions such as hotels and resorts. Consumer expectations have changed and a bar today must deliver an integrated social experience in a safe modern environment, which also offers the latest products and services in a professional and engaging fashion. Against a background of increasing competition and an increasingly sophisticated customer base this text has been designed to support the bar and beverage skills of students and professionals. It will be the primary reference source in meeting the professional skills and development needs of those who aspire to a career in the bar, restaurant and hospitality industry. It gives the reader- * A complete guide to every aspect of bar management from customer care, marketing, beverages and beverage management, the economic context and bar technology- to key issues of health and safety; * A well defined pedagogic structure giving objectives and learning outcomes, discussion points, further reading and end of chapter summaries; * Links to relevant web, visual and audio- resources; * A clear logical progression through all the key topics plus the technical skills, practices and latest developments in the bar and beverage sector; * Over 200 explanatory illustrations and tables covering all types of bars and beverages from around the world; * Numerous examples and case studies from within the bar and beverage industry It will fully meet the needs of students currently on full and part-time programmes worldwide in the fields of bar, restaurant, hotel, hospitality...

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