



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

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'Strategic Questions in Food and Beverage Management' examines both enduring and topical issues in the field. Written in a clear, accessible and distinctive style, this is a comprehensive text for all areas of Food and Beverage, Hospitality, Hotel and Catering Management.

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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