



## Restaurant Marketing for Owners and Managers

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



**Restaurant Marketing for Owners and Managers** By Patti J. Shock, John T. Bowen, John M. Stefanelli

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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## **Editorial Review**

### **From the Back Cover**

"Resourceful companies have these strategies and tactics in place, and the entrepreneur would be well served to employ them from the start."

—Bill Allen, Chief Executive Officer, Fleming's Prime Steakhouse & Wine Bar and Roy's Restaurants

"The authors have done a great job of encapsulating . . . the ideas, issues, and 'how-tos' in order to develop and maintain a marketing campaign that has a high return on investment to the foodservice operator."

—Rob Grimes, Chairman, Accuvia

"It flows beautifully and brilliantly and avoids . . . the obfuscations that litter so many books . . . in the industry."

—Stephen Michaelides, President, Words, Ink., former editor of Restaurant Hospitality

**Restaurant Marketing for Owners and Managers** provides a concise treatment of how to use marketing to create a successful restaurant. Helpful in the day-to-day operations of every restaurant, this practical guide:

- Ties theory to practice, complete with tools for implementation
- Discusses how to develop a menu based on a restaurant's location and design
- Illustrates how to create a marketing plan and budget
- Provides checklists and real-world examples

The Restaurant Basics Series provides restaurant owners and managers with expert advice and practical guidance on critical issues in restaurant operation and management. Written by leading authorities in their respective areas of expertise, these easy-to-use guides offer instant access to authoritative information on every aspect of the restaurant business and every type of restaurant—Independent, chain, or franchise.

### **About the Author**

**PATTI J. SHOCK, CPCE**, is a professor and Chair of the Tourism and Convention Department of the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas.

**JOHN T. BOWEN** is the Dean of the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston where he also holds the Barron Hilton Distinguished Chair.

**JOHN M. STEFANELLI, PhD**, is a professor and Chair of the Food and Beverage Department of the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas.

## **Users Review**

### **From reader reviews:**

#### **Donna Casey:**

Playing with family inside a park, coming to see the coastal world or hanging out with friends is thing that usually you might have done when you have spare time, after that why you don't try matter that really

opposite from that. 1 activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Restaurant Marketing for Owners and Managers, you could enjoy both. It is great combination right, you still desire to miss it? What kind of hangout type is it? Oh occur its mind hangout men. What? Still don't get it, oh come on its referred to as reading friends.

#### **Dennis Lewis:**

This Restaurant Marketing for Owners and Managers is great guide for you because the content and that is full of information for you who else always deal with world and also have to make decision every minute. This particular book reveal it facts accurately using great arrange word or we can claim no rambling sentences inside it. So if you are read that hurriedly you can have whole facts in it. Doesn't mean it only provides you with straight forward sentences but challenging core information with beautiful delivering sentences. Having Restaurant Marketing for Owners and Managers in your hand like getting the world in your arm, data in it is not ridiculous a single. We can say that no guide that offer you world inside ten or fifteen tiny right but this e-book already do that. So , this really is good reading book. Hello Mr. and Mrs. occupied do you still doubt that?

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