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Lessons in Excellence from Charlie Trotter: 75 Ways One Visionary is Setting a New Standard (Hardback)

By Paul Clarke

Random House USA Inc, United States, 1999. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. An insider's look into the award-winning restaurant of internationally acclaimed chef Charlie Trotter, with techniques and strategies to create top-tier service, food, and atmosphere. Charlie Trotter's Chicago restaurant is not only one of the premiere eating experiences in America, it serves also as the model of a thriving business whose cutting-edge approach to management is setting new standards for quality, efficiency, and profitability. In fact, people in just about any field can learn from Charlie's methods. For this breakthrough business guide, journalist Paul Clarke conducted in-depth interviews with Charlie and his associates, distilling invaluable lessons for entrepreneurs and hospitality professionals who are committed to creating highly respected and innovative businesses. Anyone who wants to improve their business will be sure to learn something new from this Midwestern dynamo.

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