



Remarkable Service: A Guide to Winning and Keeping Customers for Servers, Managers, and Restaurant Owners

The Culinary Institute of America

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As competition for the customers? spending dollar increases, restaurants try to distinguish themselves by training staff to manage the needs of the customer and offering consistent service night after night. In this way, the manager can ensure that the staff that has direct contact with the customer can do its job to ?sell? the restaurants? services. Service is treated differently in different types of foodservice operations, and this book addresses the mid and up-scale dining establishment. Remarkable Service can be used by a range of foodservice facilities to train staff, and can be used as a course textbook in culinary programs.

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