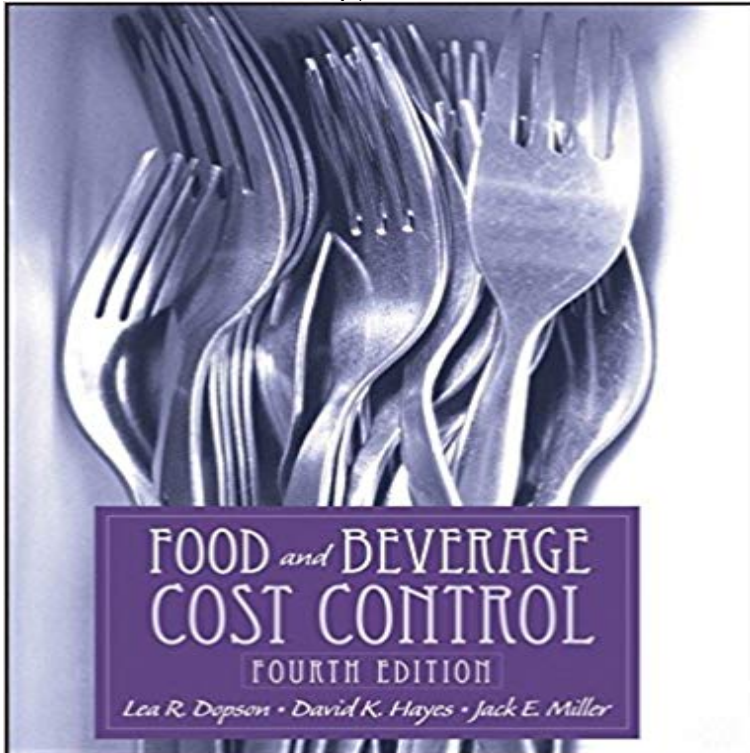


Food and Beverage Cost Control



Provides a practical and applied approach to managing costs for foodservice managers and students. For foodservice managers to control costs effectively, they must have a firm grasp of accounting, marketing, and legal issues, as well as food and beverage sanitation, production, and service methods. This fully updated fourth edition of *Food and Beverage Cost Control* provides students and managers with a wealth of comprehensive resources and the specific tools they need to keep costs low and profit margins high. This new edition features the latest information on foodservice cost control in a global setting, addressing relevant cultural, legal, and technological questions. Highlights of this fourth edition include: A new look at international foodservice cost control in the age of globalization, with a special emphasis on using advanced technologies internationally. *New Leaders are Readers!* features provide students with additional readings related to key topics and concepts for each chapter. *New Technology Tools* have been added throughout the book alongside relevant topics because technology affects practically every aspect of cost control today. *Expanded and updated Test Your Skills* questions help students to reinforce their understanding of the tools and concepts presented. *Apply What You Have Learned* exercises focus on practical applications of topics and concepts to real-world industry scenarios. A bonus CD-ROM packed with exercises that utilize manager-developed Microsoft Excel spreadsheets. A newly created *Study Guide* provides several additional resources to help students review the material and exercises to test their knowledge of key topics and concepts. Students in foodservice management courses will find that *Food and Beverage Cost Control, Fourth Edition* provides a modern and focused treatment of this vital subject. Working managers will appreciate this

useful reference as a source of ready-to-use forms and formulas that can be easily applied to their operations. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

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