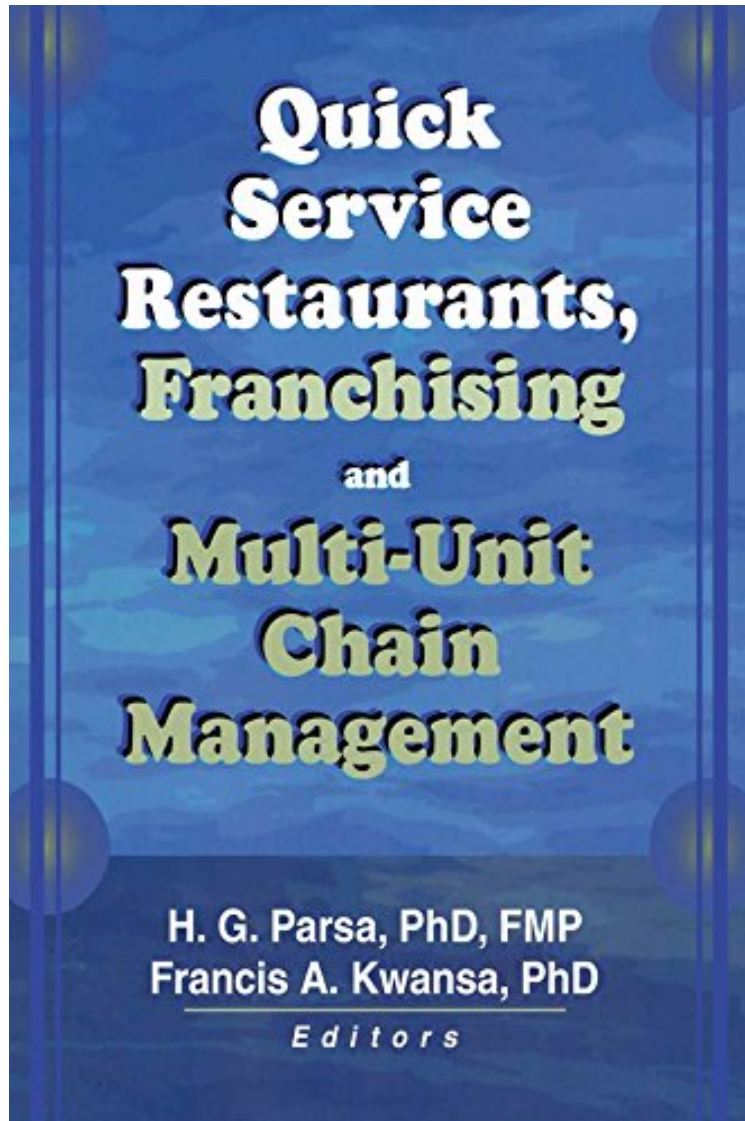


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Quick Service Restaurants, Franchising, and Multi-Unit Chain Management

Francis A Kwansa, H.G. Parsa
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Francis A Kwansa, H.G. Parsa : Quick Service Restaurants, Franchising, and Multi-Unit Chain Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised Quick Service Restaurants, Franchising, and Multi-Unit Chain Management:

2 of 2 people found the following review helpful. QSR textbook By Faye I bought this text to use in a quick service restaurant class for culinary students. Although the articles are well researched, they are rather dated. The editor should update this collection of articles to newer research. The foodservice industry evolves so quickly, that anything

older than two to three years quickly becomes old news and passe. The collection of old articles from almost a decade ago also does not justify the high price of this book. My students found little value in this book, other than to see whether the research or trend predictions that were written panned out a decade later. 2 of 3 people found the following review helpful. Quick Service Restaurants, Franchising, and Multi-Unit Chain Management by Erbert Loaded with case studies and statistics. Little or no practical applications.

Learn about new strategies to improve service, quality, and profitability for quick service restaurants! Quick Service Restaurants, Franchising, and Multi-Unit Chain Management examines a variety of issues pertaining to quick service restaurants. Quick-service restaurants (QSR) are the dominant sector of the foodservice industry and a one-hundred-billion-dollar industry. Since their inception in the 1920s, quick-service restaurants have become one of the cultural icons of America. This informative book contains vital information on: growth, change and strategy in the international foodservice industry food safety as an international problem and the formation of outreach committees to combat the challenges faced globally food consumption patterns and the driving forces that influence consumer food preferences the differences between mature and younger customers' expectations and experiences in QSRs, casual, and fine dining restaurants consumer attitudes toward airline food adding quick-service meals to airplane menus factors influencing parental patronage of QSRs a case study on how Billy Ingram, founder of White Castle restaurants, made the hamburger a staple on American menus