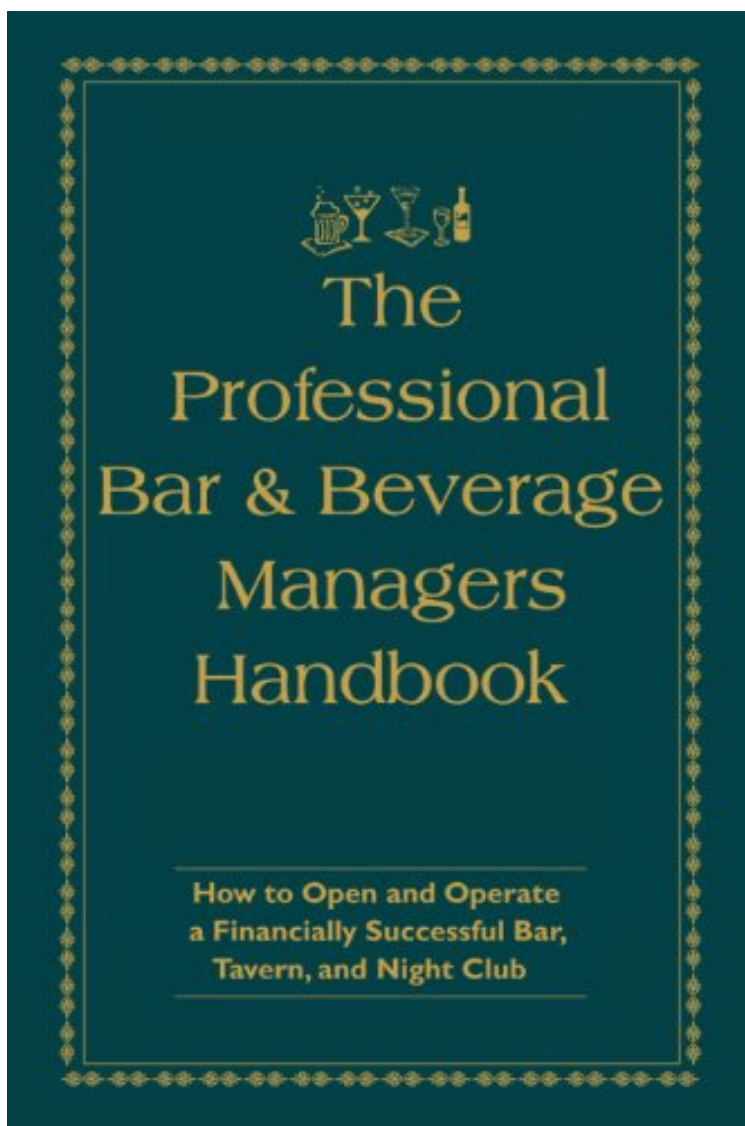


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How to Open and Operate a Financially Successful Bar, Tavern, and Nightclub: With Companion CD-ROM:

A successful beverage operation is much more than top-shelf cocktails. In today's market, whether running a stand-alone business or one incorporated into a restaurant, hotel or food service operation, the successful bar operator needs product and equipment knowledge, management savvy, marketing skills, insight into the latest trends, and, of course, a strong grasp of mixology. All this and more is detailed in this guide. More than just recipes, it will show you step by step how to set up, operate and manage a financially successful beverage operation. This book is ideal for professionals in the hospitality field as well as newcomers who may be looking for answers to cost containment and training issues. There are literally hundreds of innovative ways demonstrated to streamline your bar or beverage operation. Existing operators will appreciate this valuable resource and reference in their daily activities and as a source of ready-to-use forms, Web sites and operating and cost cutting ideas. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 560 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.