



Catering Management

Nancy Loman Scanlon

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An essential, comprehensive, and up-to-date guide for catering professionals

Catering Management covers all aspects of the catering business, from sales, marketing, and pricing to food and beverage service, menu planning, equipment, staff training, and more. This new edition is completely revised with information on sustainable and green catering practices, digital menu and proposal design, new catering industry software, and the expansion of the event market. State-of-the-art marketing strategies, including social networking, web promotion, and on-demand proposal development are also covered in detail.

- Completely updated with the latest industry practices and guidelines
- Covers every aspect of catering, from business management basics to food service and menu design
- Written by an expert with more than 35 years of experience in the business

Whether you're starting a catering business or just trying to catch up with the competition, *Catering Management, 4th Edition* is the comprehensive reference that tells you everything you need to know.

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