

BIBLIOGRAPHY

Printed Sources

Alonzo, Roy S. The Upstart Guide to Owning and Managing a Restaurant.

New York: Kaplan Publishing, 2007.

Sethi, Mohini. Institutional Food Management. Delhi: New Age

International, 2004.

Electronic Sources

“Job Descriptions, Definitions Roles, Responsibility: Food and Beverage

Serving and Related Workers.” JobBankUSA. 2008. JobBank USA. 26

January 2010

<http://www.virtualrestaurant.com/Merchant2/merchant.mvc?Screen=CTGY&Category_Code=TRAINING&gclid=CKzdodOgw58CFdAvpAodpDDO0A>.

“Labelling.” Wikipedia The Free Encyclopedia. 2009. Wikipedia. 12

December 2009 <<http://en.wikipedia.org/wiki/Labelling>>.

- “Replete Dining and Service.” Lost Art of Waitering. 2008.
Foodseward.com. 26 January 2010 <<http://foodsteward.com/>>.
- “Restaurant Branding and Design.” FoodServiceWarehouse.com. 2006.
Food Service Warehouse. 26 January 2010
<<http://www.foodservicewarehouse.com/education/restaurant-marketing/branding-design.aspx>>.
- “Start a Restaurant Business.” 2009. StartaRestauranBiz. 8 November 2009 <<http://www.startarestaurantbiz.com/articles/start-a-restaurant-menu-planning/>>.
- Hall, Abby. “How to Design a Menu for a Restaurant.” 2009. eHow. 12 September 2009 <http://www.ehow.com/how_2330993_design-menu-restaurant.html>.
- Mealey, Lorri. “Restaurant Menu Design.” 2009. About.com. 10 September 2009
<http://restaurants.about.com/od/menu/a/Menu_Design.htm>.
- Mealey, Lorri. “Restaurant Tip: Menu Font.” 2009. About.com. 26 January 2010 <<http://restaurants.about.com/b/2009/03/08/restaurant-tip-menu-font.htm>>.
- Milgram, Jeff. “What’s on the Menu?” 4 September 2006. Asbury Park Press. 26 September 2009
<<http://www.exit109.com/~mstevens/whatmenu.html>>.
- Schultz, Derald. “Increasing Sales with Strategic Menu Design.” 2005.
Creative Latitude. 10 September 2009

<http://creativelatitude.com/articles/article_0505_schultz.html>.

Wasylik, Michael Alex. "How Listening to a Waiter can Jack your Profits up 33%." 2009. Perpetualbeta.com. 26 January 2010

<<http://www.probloger.net/archives/2009/06/03/how-listening-to-a-waiter-can-jack-your-profits-up-33/>>.