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The Restaurant Dream?

Lee Simon
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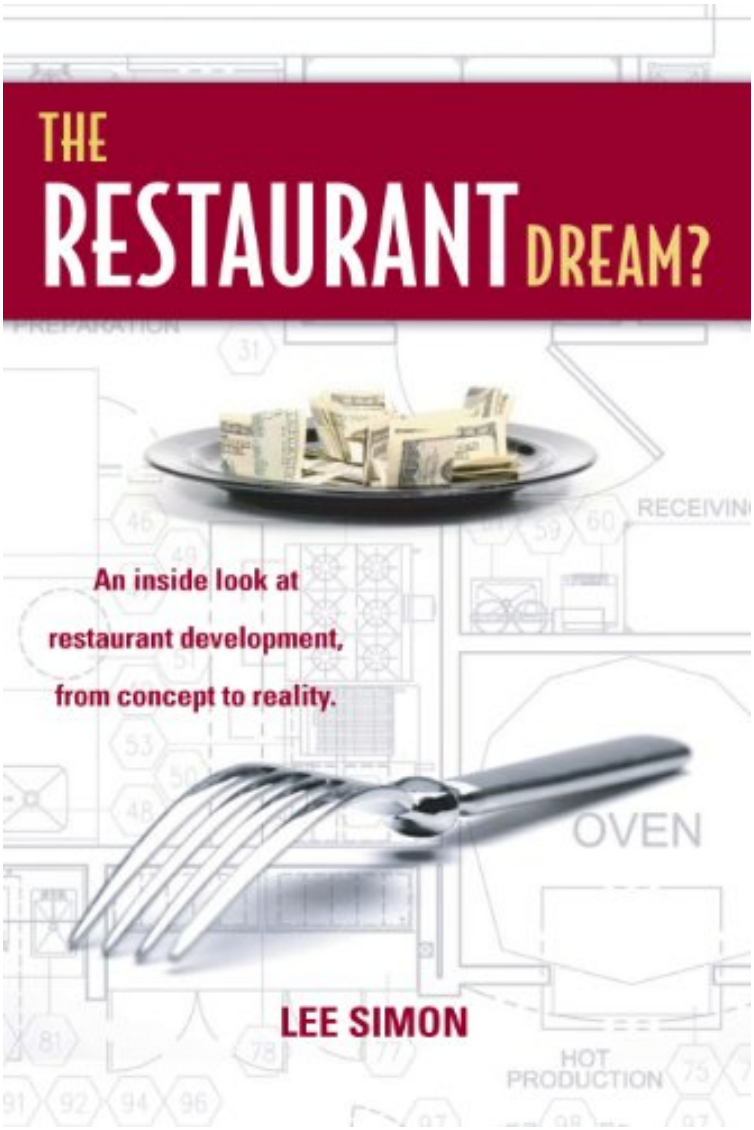

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Lee Simon : The Restaurant Dream? before purchasing it in order to gage whether or not it would be worth my time, and all praised The Restaurant Dream?:

16 of 16 people found the following review helpful. Not a DIY guideBy M. V. BellamyI recently finished reading my copy of The Restaurant Dream?, and it's not quite the book I was looking for. I am considering opening a restaurant in a few years, which is why I purchased this book. According to the project description, "The shelves are full of books about restaurants. ... Others share the details behind one concept or individual's success story. But comprehensive information available on the restaurant development process is limited."In my experience, this book is not a source for

comprehensive information and it does, in fact, share only the details of this one concept restaurant. The restaurant in question was started by a group of people, most of whom are professionals in the cooking world. Some of them even teach at culinary schools, and the author of the book has a strong background in restaurant design. Therefore it comes as no surprise that the book focuses so much on the design and construction phase of opening a restaurant. Although he also touches on creating the concept, the logo and the menu, the rest of the book is all about selecting the site, designing the interior, dealing with the contractors, problems with the construction schedule, etc.I think this book has some value, but would not recommend it to anyone looking for information about the business side of starting a restaurant. This book essentially ends when the construction is complete.2 of 2 people found the following review helpful. Hindsite becomes ForesiteBy Steve HattanOverall, I definately learned something.The book itself, as far as being informative, doesn't need any explanation. The book is informative by it's nature. Although some of the 'technical' details were a bit dry (expected) it was written in a down to earth manner, clearly and consisely, with personality and emotion (I could see and feel your emotion as you emailed the Harbor Commons landlord in reference to unacceptable delays).Overall, it's a book that really needs to be pushed harder and more effort should go into marketing it. It's important for people in any business to study the past before venturing into the future. Unfortunately, as insane as it is, there aren't more books on this exact subject. I mean good God...what restaurant virgin would have ever thought about air conditioning or HVAC?? A single oversite with a $30,000 price tag??? Priceless!!!)Of course, I could write 10 pages on all of my thoughts and the individual things I've learned but who really cares. :-)If you're looking for a book on anything AFTER the opening of the restaurant you will not get what you're looking for. However....If you're looking to learn from others' mistakes from the moment of conception to opening the doors then this is definately for you.While reading the book be sure to 'read between the lines'. When I read the book it would make me think of a whole slew of other things not mentioned but related. If a new restauranter can't spend $21 to save tens of thousands of dollars opening a restaurant then they've taken the first step to failure!BUY THIS BOOK! HELP YOURSELF AND HELP THE HUNGRY!!!0 of 0 people found the following review helpful. The Best Restaurant BookBy BaobaoThis is the best restaurant book I have read. It is full of live invaluable experience with success and failure. I have a dream to open my tiny restaurant someday in the future. I went through menu design, checked around sites to lease, contacted landlords, searched equipment and vendors and prepared the startup expense. So I can feel the pain and commitment that the book describes. I really like the "lessons learned" at the summary part. The author actually is consulting the reader when you are reading the book. I strongly agree with the author's conservative attitude.The book is well organized and you just don't want to stop reading.If you plan to open your restaurant, I highly recommend you to read this book.

Some people act on their life-long dreams and decide to open a restaurant. Many of these aspiring restaurateurs are engaging in this activity for the first time, and unfortunately they are at a greater risk for making mistakes that could unnecessarily doom their fledgling business from the start. Many of these mistakes, however, are avoidable. The shelves are full of books about restaurants. Some offer advice on operations and menu planning. Some contain inspiring photographs of interior and exterior spaces. Others share the details behind one concept or individualrsquo;s success story. But comprehensive information available on the restaurant development process is limited. The establishment of a new restaurant concept is full of emotion, surprise, frustration, risk, and satisfaction that simply cannot be conveyed in a textbook format.The Restaurant Dream? is based on a true account of one teamrsquo;s efforts to develop a restaurant concept from the ground up. All aspects of the development process, from the initial idea - through design, construction, opening, and the first months of operations, are covered. It is written in the form of a story, which interweaves educational material with real-life events and the unexpected twists and turns that seemed to exist around almost every corner. From elation to deception and camaraderie to lawsuits, this book shows that the surreal components of opening a restaurant are not uncommonmdash;they are just not frequently shared. The Restaurant Dream? shares strategies, logic, successes, and failures so that the aspiring restaurateur may learn from this effort and improve their own likelihood for success.Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company presidentrsquo;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 323 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.

ldquo;A must-read for anyone who plans on starting their own restaurant company. The Restaurant Dream? helps

eliminate the nightmares.rdquo; --Rob Foraker, Director of Equipment Purchasing, Max Ermarsquo;s Restaurants, Inc.ldquo;Every person who has the dream of opening a restaurant must read this book..." --Tim Rosendahl, CEC, CCE, AAC, President - Executive Chef, Dakota Food Group"Allows students and other would-be restaurateurs to make informed decisions about entering the restaurant business..." --Stephani Robson, Cornell University School of Hotel ManagementAbout the AuthorLee Simon is an award winning designer, specializing in commercial foodservice and hospitality projects. A graduate of Cornell University's School of Hotel Administration, he has taught Hospitality Facilities Planning and Design at the University of Central Floridarsquo;s Rosen School of Hospitality Management. He is also the author of a column on hospitality design which has been featured in dozens of publications throughout the United States, Canada, the United Kingdom, Hong Kong, India, the Netherlands, Switzerland, Nigeria, and the United Arab Emirates. As a practicing designer, Lee uses his operational experience on a daily basis to assist his clients with the planning of new and renovated foodservice facilities. His past projects, located in the United States and abroad, include all types of foodservice operations.