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in this 88 page edition popular culture pushing back against tech tyranny can the new luddites close pandora s box by susan b martinez ph d ancient mysteries the prosecution doesn t rest evidence for crime in the great pyramid continues to mount by scott creighton lost history searching for antilia hyperborea atlantis and lemuria were not the only legendary destinations of antiquity by frank joseph the unexplained socrates his inner voice was the great philosopher mentally ill or something else by robert m schoch ph d ancient mysteries portals to the multiverse is there more to indigenous petroglyphs than meets the eye by ken wells the unexplained a conan doyle the fairies why did the creator of sherlock holmes stake so much on his case for little people by hunter liguore cryptozoology where be dragons what if the stories were not entirely imaginary by steven sora alternative history the riddles of time do the orthodox schedules of our past really line up with the facts by william b stoecker ancient america lady liberty indigenous mother wisdom the ancient bond between native americans and the goddess in new york harbor by robert hieronimus ph d laura e cortner future science impossible material ushers in the graphene age the stuff the journals rejected is now the coming revolution by jeane manning the forbidden archaeologist by michael cremo the silurian hypothesis reconsidered astrology goddess signs astrology of the sacred feminine by julie loar publisher s letter life sustaining resources from dead space rocks by j douglas kenyon

professional foodservice managers are faced with a wide array of challenges on a daily basis controlling costs setting budgets and pricing goods are essential for success in any hospitality or culinary business food and beverage cost control provides the tools required to maintain sales and cost histories develop systems for monitoring current activities and forecast future costs this detailed yet reader friendly guide helps students and professionals alike understand and apply practical techniques to effectively manage

food and beverage costs now in its seventh edition this extensively revised and updated book examines the entire cycle of cost control including purchasing production sales analysis product costing food cost formulas and much more each chapter presents complex ideas in a clear easy to understand style micro case studies present students with real world scenarios and problems while step by step numerical examples highlight the arithmetic necessary to understand cost control related concepts covering everything from food sanitation to service methods this practical guide helps readers enhance their knowledge of the hospitality management industry and increase their professional self confidence

culinology the intersection of culinary art and food science will demonstrate how the disciplines of culinary arts and food science work hand in hand in the research and development of new manufactured food products for the commercial retail and foodservice industries it will be the authoritative source that will add value and relevance to this growing discipline and its practitioners integrating culinary arts with food science and technology this book provides the best strategy for developing successful food products on a large scale real world applications and business models ground the book and clearly illustrate how the concepts and theories work in business and industry

the national environmental health associations neha certified professional food manager 5th edition is designed to supply culinary and hospitality professionals and students with the knowledge to not only pass the council of food protection american national standards cfp approved exam but to ensure the continued successful execution of food safety best practices in the workplace

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introducing novel theoretical empirical and practical investigations with case studies from uk europe south america and south east asia the book offers a novel global outlook on how contemporary homes are facing genuine challenges from operational economic spatial social and wellbeing perspectives the changing demographics of our modern society have inevitably impacted the dynamics and relationships within the home from being personal and private to that of multiple work relationships domestic work care for older people or supporting people with special needs whilst the home is a concept universally experienced permeating every aspect of our lives it remains an entity whose influence on health and wellbeing is poorly understood this book brings together 17 different contributions from scholars researchers and practitioners from different disciplinary and professional backgrounds including three feature articles by leading figures such as lord best and baroness hollins the chapters are organised within three parts that look at the triangle of people work care in the home at a time when homes are increasingly becoming local hubs for care and wellbeing this volume is a critical and useful addition to current literature in the social sciences humanities economics culture care and wellbeing in the domestic sphere

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a growing body of evidence from economic studies shows areas where appropriate policies can generate health and other benefits at an affordable cost sometimes reducing health expenditure and helping to redress health inequalities at the same time

each issue of transactions b is devoted to a specific area of the biological sciences including clinical science all papers are peer reviewed and edited to the highest standards published on the 29th of each month transactions b is essential reading for all biologists

managing employees in foodservice operations obtain and retain skilled professional employees with this accessible guide a foodservice operation can only remain successful if its employees are served as well as its customers just as a business with no customers will fail for lack of revenue one without skilled professional satisfied staff will be unable to provide service at the level customers demand attracting and retaining qualified staff is a critical challenge for the modern foodservice industry and one which is only becoming more urgent in today s market managing employees in foodservice operations offers a uniquely foodservice oriented guide to obtaining training and retaining employees in a fast paced and highly competitive industry the book provides content perfectly aligned with a two year community college program courses in human resources supervision small business administration or related subjects detailed discussion of topics including workplace health and safety recruitment and retention and many more ideas cultivated during the authors decades of combined experience in hospitality foodservice leadership and research material to support instructors conducting courses including powerpoints chapter by chapter exam questions and case studies managing employees in foodservice operations is ideal for students in foodservice related courses as well as professional business

cost control in foodservice operations control operating costs and move your foodservice business forward the key to a foodservice business surviving and thriving is to properly understand the relationship between revenue expenses and profits controlling operating costs that is controlling expenses without reducing revenue is a key tool in creating a profitable business owners managers and staff all play an essential role in controlling operating costs and it s critical for every member of a foodservice team to understand how to be successful cost control in foodservice operations outlines key mechanisms and tools in a clear accessible presentation emphasizing the importance of the subject before moving to specific methods for managing and reducing costs it s an indispensable tool for anyone in the foodservice industry looking to gain a competitive edge the book also includes a thorough

introduction to controlling food and beverage product costs detailed coverage of effective cost management methods including creating a sales forecast controlling labor costs pricing menu items and more advice based on the authors decades of combined experience in both foodservice business and education research cost control in foodservice operations is ideal for students in foodservice related courses as well as professionals and owners looking to take their business to the next level

a concise and up to date treatment of foodservice marketing with an emphasis on digital and mobile friendly strategies in marketing in foodservice operations a team of distinguished foodservice educators and practitioners delivers an insightful and practical exploration of contemporary foodservice marketing capturing the wide range of dramatic changes that have gripped the discipline in the last two decades the book discusses basic marketing information and includes a heavy emphasis on modern forms of digital marketing in the industry learn how to identify a target market and create a marketing plan as well as how menu prices impact an organization s marketing the authors also describe how to use a foodservice operation s menu as a marketing tool and consider the importance of an active social media presence visible to the target market other contents include a complete introduction to the development implementation and evaluation of a foodservice marketing plan comprehensive explorations of traditional and contemporary foodservice marketing strategies practical discussions of digital foodservice marketing techniques including social media plans insightful treatments of mobile friendly marketing strategies perfect for students in foodservice related courses marketing in foodservice operations will also benefit foodservice establishment owners and operators and professionals working in colleges hospitals nursing homes and more

a comprehensive and reliable approach to the foundations of baking ideal for students and early career professionals in the newly revised eighth edition to professional baking best selling author wayne gisslen delivers a comprehensive and accessible introduction to baking practices including the selection of ingredients and proper mixing and baking techniques the book discusses makeup and assembly as well as skilled and imaginative decoration and presentation in a straightforward and learner friendly style each recipe and formula still includes us and metric measurements the metric measurements have been updated and revised based on the

baker s percentages of each ingredient the strong technique instruction of the formulas and recipes remain unchanged from previous editions the clear narrative is accompanied by links to technique videos glossaries and audio pronunciations math tutorials and quizzes to assist the student and professional baker in the development of both foundational and more advanced skills the new edition includes updates to the art program including new photos tables and illustrations throughout the book revised and updated formulas and recipes including new material on emulsions revisions to the text explaining mixing techniques no knead breads and double hydration new material and recipes on the construction of entremets and revised material on the joconde method and dough lamination this latest edition of professional baking is an indispensable resource for both students of baking and professional chefs seeking a sound theoretical and practical foundation in baking practices

combine the insights of an experienced dietitian and a renowned chef in this practical guide to nutrition and food in the newly revised 10th edition of nutrition for foodservice and culinary professionals registered nutritionist karen e drummond and executive chef lisa m brefere deliver an insightful guide to incorporating healthy balanced dietary techniques into everyday practice from national nutrition guidelines to food preparation and labeling standards the authors cover every relevant aspect of planning preparing and serving healthy meals they include updated 2020 2025 dietary guidelines for americans from the usda the latest nutrition research culinary trends ingredients and planning menus to meet the diverse nutritional needs of today s customers this book also includes a thorough introduction to the fundamentals of nutrition and foods including why nutrition is important what constitutes a healthy diet and discussions of calories and nutrients a comprehensive exploration of balanced cooking and menus including how to build flavor balanced baking modifying recipes and gluten free baking practical discussions of applied nutrition including how to handle customers special nutrition requests weight management and nutrition for people of all ages several appendices including serving sizes for myplate food groups and dietary reference intakes an enhanced e book with links to technique videos interactive games quizzes and glossary entries perfect for students completing a culinary arts or foodservice management curriculum nutrition for foodservice and culinary professionals tenth edition is also an indispensable resource for chefs cooks and anyone else who professionally prepares food

hospitality marketing management 6th edition explores marketing and themes unique to hospitality and tourism the 6th edition presents many new ideas along with established marketing principles exploring not only the foundations of marketing in the hospitality world but also new trends in the industry

the hospitality industry s rapid evolution provides career seekers with tremendous opportunity and unique challenges changes in the global economy rising interest in ecotourism the influence of internet commerce and a myriad of other trends contribute to the dynamic nature of this exciting field introduction to hospitality management presents a thorough overview of historical perspectives current trends and real world practices coverage of bar and restaurant management hotel and lodging operations travel and tourism and much more gives students a comprehensive analysis of this rewarding field focusing on practicality this text presents real world examples of traditional methods alongside insightful discussions surrounding changes in consumer demands and key issues affecting the industry the industry s multifaceted nature lends itself to broad exploration and this text provides clear guidance through topics related to foodservice operations convention management meeting planning casino and gaming management leadership and staffing financial and business models and promotion and marketing emphasis on career planning and job placement strategies giving students a head start in charting their future in hospitality a combination of drs reynolds and barrows two leading textbooks introduction to management in the hospitality industry and introduction to the hospitality industry into one cohesive comprehensive edition substantial coverage of internet commerce and marketing case studies including actual interviews with industry professionals to reinforce primary learning objectives and build critical thinking skills an emphasize on real world skills and practical methods employed by management professionals methods to prepare students for job placement in multiple areas of the hospitality and tourism industry introduction to hospitality management is an essential text for students learning about or with an interest in the hospitality industry written in a clear and accessible style this important book leaves readers with a strong grasp of the topics and trends most important to a career in the hospitality industry

visualizing nutrition helps students understand the science behind nutrition the sociocultural impact of food and diet and the many

ways dietary choices affect metabolism health and well being providing an immersive and engaging visual approach to nutrition science this accessible textbook teaches students how to think critically about what to eat empowering them to be informed consumers when making nutrition decisions rooted in contemporary nutritional research the text highlights the importance of diet in preventing disease and improving general health and wellness the fifth edition has been fully revised throughout containing the most current information available on the 2020 2025 dietary guidelines for americans readable easy to understand chapters explore digestion carbohydrates proteins and amino acids vitamins and minerals energy balance weight management physical activity nutrition during pregnancy and other important nutrition topics the book features a comprehensive range of pedagogical tools and multimedia resources designed to increase comprehension strengthen critical thinking skills and demonstrate the relevance of nutrition in students personal lives

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