

## BIBLIOGRAFIA

- Apfel, I. (2002) Park Avenues (Restaurants USA).  
[Http://www.restaurant.org.rusa/magArticle.cfm?ArticleID=773](http://www.restaurant.org.rusa/magArticle.cfm?ArticleID=773) (15 de mayo)
- Baraban, R. y Durocher, J. (1989). Successful Restaurant Design. E.U.A: Van Nostrand Reinhold.
- Chiffriller, T.J. (1982). Successful Restaurant Operation. E.U.A: CBI Book
- Dorf, M. (1992). Restaurants That Work: Case Studies of The Best in The Industry.  
E.U.A: Whitney Library of Design.
- Eich, K. (1991). Staffing Your Foodservice Operation. E.U.A: Van Nostrand Reinhold.
- Eich, K. (1992). Retaining Your Foodservice Employees: 40 Ways to Better Employee Relations. E.U.A: Van Nostrand Reinhold.
- Eshbach, C. (1989). Administración de servicios de alimentos. México: Diana.
- Egerton, C., (1995). How to Open And Run a Successful Restaurant. E.U.A: John Wiley and Sons.
- Fisher, W. (1989). Marketing creativo: para el servicio de comidas. México: Trillas

Gordo, L.I. M. (2002). GEC Consultants Articles.  
[Http://geconsultants.com/articles](http://geconsultants.com/articles) (15 de noviembre)

Kahrl, W. (1976). Introduction to Modern Food And Beverage Service. E.U.A:  
Prentice-Hall.

King, C. (1988). Professional Dining Room Management. E.U.A: Van Nostrand  
Reinhold.

Levinson, C. (1976). Food And Beverage Operation: Cost Control And Systems  
Management. E.U.A: Prentice-Hall.

Loman, N. (1985). Marketing by Menu. E.U.A: Van Nostrand Reinhold.

Laube, J. (2002). Lessons From Ray Kroc.  
[Http://www.restaurantowner.com/fta.htm](http://www.restaurantowner.com/fta.htm) (15 de noviembre)

Marvin, B. (1992). Restaurant Basics: Why Guests Don't Come Back.... And What  
You Can do About It. E.U.A: John Wiley and Sons.

Marvin, B. (2002). Out of The Weeds.  
[Http://www.restaurantowner.com/ftb1](http://www.restaurantowner.com/ftb1) (15 de noviembre)

Miller, J., Walk, M. (1991). Personnel Training Manual For The Hospitality Industry.  
E.U.A: Van Nostrand Reinhold.

Muñoz, R. (1989). El arte de servir en hoteles y restaurantes. México: Diana.

School of Hotel Administration. (1975) The Essentials of Good Table Service.  
E.U.A: School of Hotel Administration.

Siegel, W. (1977). How to Open And Run a Successful Restaurant. E.U.A: John  
Wiley and Sons.

Sunshine, A. (2002). Your Spouse And The Front of The House.  
[Http://www.globalchefs.com/article/archive/art042.you.htm](http://www.globalchefs.com/article/archive/art042.you.htm) (12 de noviembre)

The Foodservice Editors of CBI. (1981). The Professional Host. E.U.A: Van  
Nostrand Reinhold.