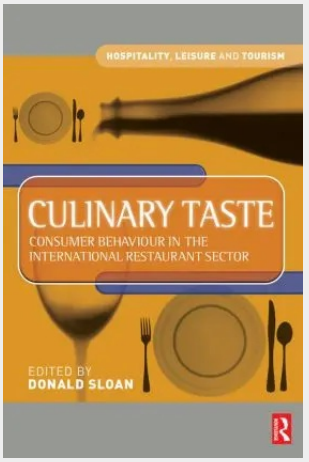
Leith / Sloan

Culinary Taste

Consumer Behaviour in the International Restaurant Sector

Culinary Taste: Consumer Behaviour in the International Restaurant Sector looks at the factors that influence our culinary tastes and dining behaviour, illustrating how they can translate into successful business in industry.With a foreword from Prue Leith, restaurateur, author, teacher, and prolific cookery writer and novelist, and a list of well-known and respected international contributors from the UK, France, Australia and Hong Kong, this text discusses the issues involved from a multitude of angles.



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