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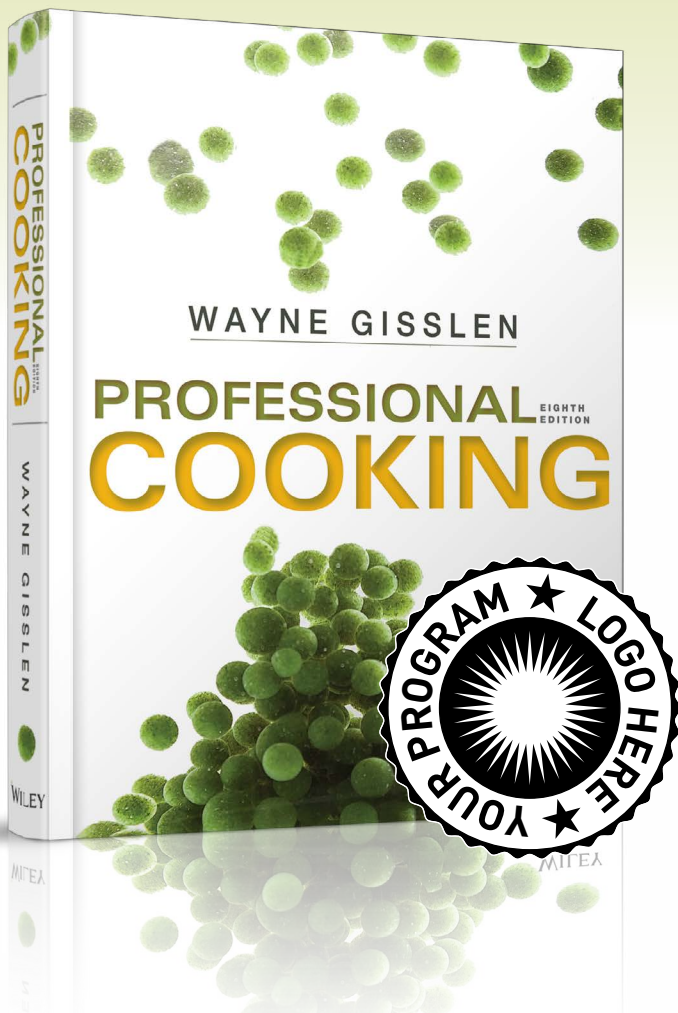
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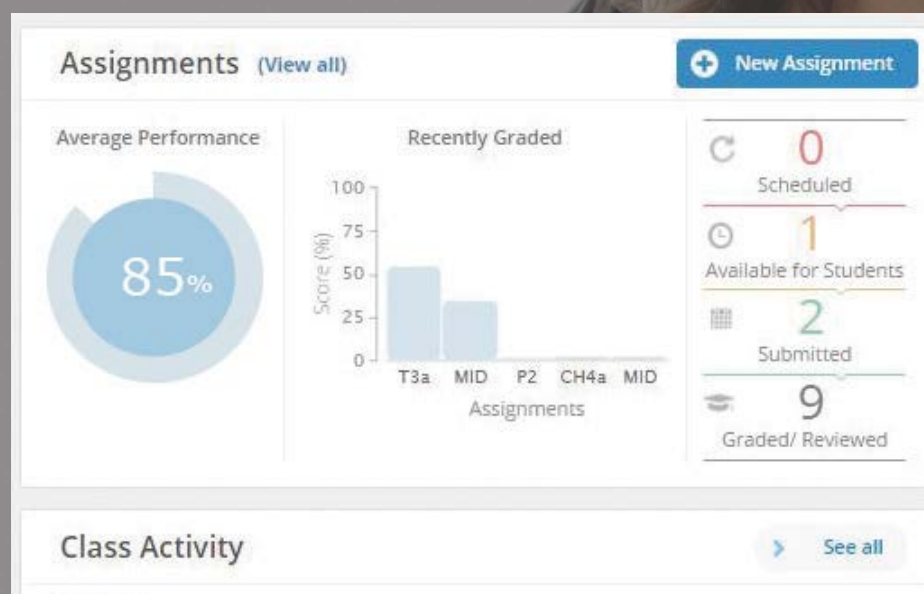


Contact your Wiley representative to implement the Wiley Culinary Branding Program at your school.

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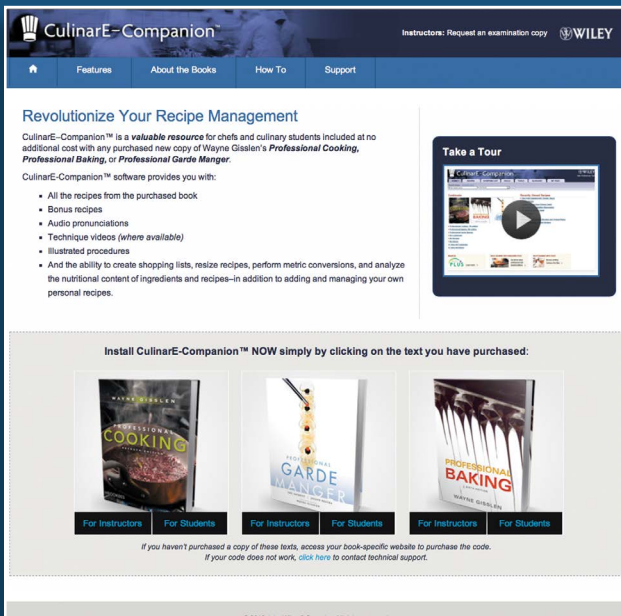
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Supporting chefs and foodservice managers throughout their careers.



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Home Features About the Books How To Support

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CulinarE-Companion™ is a **valuable resource** for chefs and culinary students included at no additional cost with any purchased new copy of Wayne Gisslen's *Professional Cooking*, *Professional Baking*, or *Professional Garde Manger*.

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For Instructors For Students For Instructors For Students For Instructors For Students

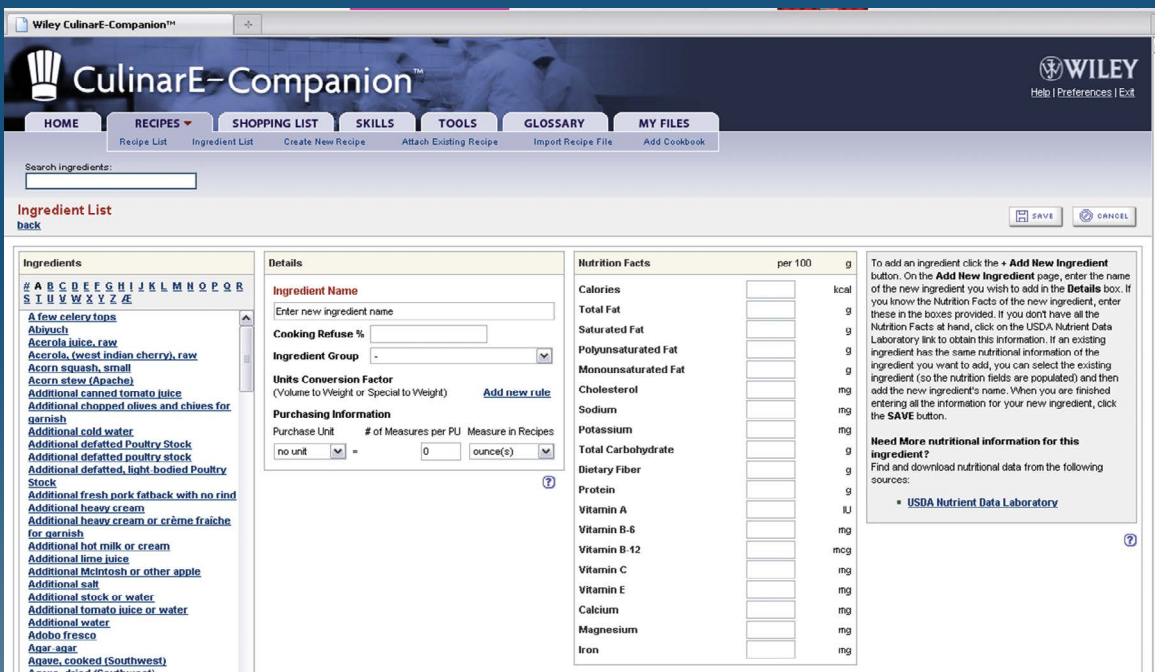
If you haven't purchased a copy of these texts, access your book-specific website to purchase the code.
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CulinarE-Companion™ includes all of the recipes from several of our cooking, baking and garde manger titles, plus hundreds of bonus recipes, color photographs, audio pronunciations, videos, and illustrated procedures. You can:

- Create shopping lists
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Your personal registration code and instructions are included with your purchased copy of *Professional Cooking*, Eighth Edition, *Professional Baking*, Seventh Edition, and *Professional Garde Manger*. Go to cec.wiley.com to access the software.



Wiley CulinarE-Companion™ **WILEY** Help | Preferences | Exit

HOME RECIPES SHOPPING LIST SKILLS TOOLS GLOSSARY MY FILES

Recipe List Ingredient List Create New Recipe Attach Existing Recipe Import Recipe File Add Cookbook

Search ingredients:

Ingredient List

Ingredients

A few celery tops
Ahiyuchi
Acerola juice, raw
Acerola, sweet Indian cherry, raw
Acorn squash, small
Acorn stew (Apache)
Additional canned tomato juice
Additional chopped olives and chives for garnish
Additional cold water
Additional defatted Poultry Stock
Additional defatted poultry stock
Additional defatted, light-bodied Poultry Stock
Additional fresh pork fatback with no rind
Additional heavy cream
Additional heavy cream or crème fraîche for garnish
Additional hot milk or cream
Additional lime juice
Additional McIntosh or other apple
Additional salt
Additional stock or water
Additional tomato juice or water
Additional water
Adobo fresco
Agar-agar
Agave, cooked (Southwest)
Agave, dried (Southwest)

Details

Ingredient Name
Enter new ingredient name

Cooking Refuse %
Cooking Refuse %

Ingredient Group
Ingredient Group

Units Conversion Factor
(Volume to Weight or Special to Weight) [Add new rule](#)

Purchasing Information
Purchase Unit # of Measures per PU Measure in Recipes
no unit = 0 ounce(s)

Nutrition Facts per 100 g

Calories		kcal
Total Fat		g
Saturated Fat		g
Polyunsaturated Fat		g
Monounsaturated Fat		g
Cholesterol		mg
Sodium		mg
Potassium		mg
Total Carbohydrate		g
Dietary Fiber		g
Protein		g
Vitamin A		IU
Vitamin B-6		mg
Vitamin B-12		mcg
Vitamin C		mg
Vitamin E		mg
Calcium		mg
Magnesium		mg
Iron		mg

To add an ingredient click the **+ Add New Ingredient** button. On the **Add New Ingredient** page, enter the name of the new ingredient you wish to add in the **Details** box. If you know the Nutrition Facts of the new ingredient, enter these in the boxes provided. If you don't have all the Nutrition Facts at hand, click on the **USDA Nutrient Data Laboratory** link to obtain this information. If an existing ingredient has the same nutritional information of the ingredient you want to add, you can select the existing ingredient (so the nutrition fields are populated) and then add the new ingredient's name. When you are finished entering all the information for your new ingredient, click the **SAVE** button.

Need More nutritional information for this ingredient?
Find and download nutritional data from the following sources:

- [USDA Nutrient Data Laboratory](#)

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The screenshot shows the Wiley website for the book "Professional Cooking, 8th Edition" by Wayne Gisslen. The page features a navigation bar with links to Home, Subjects, and About Wiley. A search bar is located in the top right corner. The main content area includes a book cover image, the title "Professional Cooking, 8th Edition", the author's name "Wayne Gisslen", and the publication date "April 2014, ©2014". There are links to "View Previous Edition of This Title" and "Purchase Options". The "Purchase Options" section lists "3 Available Options for this title" with a price range of "\$41.95 - 127.95". Below this, there is a section for "Instructors" with links to "Request a digital evaluation copy" and "Contact your rep to request a print evaluation copy". There are also sections for "For Instructors" and "For Students" with links to "Companion Sites" and "Study Resources and more...". A "Description" section provides a brief overview of the book's content. A "Table of Contents" section lists the chapters: "Contents", "Chapter 1: The Food-Service Industry", "Chapter 2: Sanitation and Safety", "Chapter 3: Tools and Equipment", and "Chapter 4: Menus, Recipes, and Cost Management". A "New To This Edition" section is also visible at the bottom.

Click on the Book Companion Sites to find additional resources for both the **Instructor** and **Students**!

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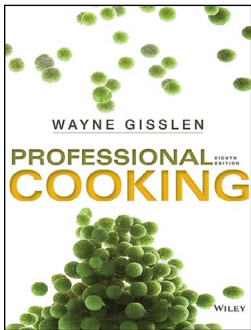
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INTRODUCTORY COOKING AND FOOD PREPARATION



Professional Cooking, 8th Edition

Wayne Gisslen

1,056 pp. • Hardcover

Available with: WileyPLUS, CulinarE-Companion

Modern food service is evolving rapidly and **Professional Cooking** continues to evolve with it. In addition to instruction on the fundamental skills, trustworthy and fully tested recipes have made this book the must-have resource for all serious students and professionals. This Eighth Edition also contains significant new and revised material reflecting the latest in culinary practices and techniques.

- A new chapter combines basic cooking methods for meats, poultry, and fish, reinforcing later instruction in chapters that focus on specific techniques and procedures for these ingredients.
- An updated and newly illustrated chapter on food presentation and plating offers tools for designing modern platings appropriate for all types of food service operations.
- Increasingly popular sous-vide cooking receives more emphasis, with additional "on trend" recipes.
- The growing molecular gastronomy movement earns greater relevance and exploration, with an expanded recipe collection using these techniques.

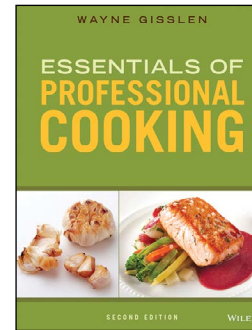
CONTENTS

1. The Food-Service Industry. Chapter 2. Sanitation and Safety. 3. Tools and Equipment. 4. Menus, Recipes, and Cost Management. 5. Nutrition. 6. Basic Principles of Cooking and Food Science. 7. Mise en Place. 8. Stocks and Sauces. 9. Soups. 10. Understanding Vegetables. 11. Cooking Vegetables. 12. Potatoes. 13. Legumes, Grains, Pasta, and Other Starches. 14. Cooking Methods for Meat, Poultry, and Fish. 15. Understanding Meats and Game. 16. Cooking Meats and Game. 17. Understanding Poultry and Game Birds. 18. Cooking Poultry and Game Birds. 19. Understanding Fish and Shellfish. 20. Cooking Fish and Shellfish. 21. Salad Dressings and Salads. 22. Sandwiches. 23. Hors d'Oeuvres. 24. Breakfast Preparation. 25. Dairy and Beverages. 26. Cooking for Vegetarian Diets. 27. Sausages and Cured Foods. 28. Pâtés, Terrines, and Other Cold

Foods. 29. Food Presentation. 30. Bakeshop Production: Basic Principles and Ingredients. 31. Yeast Products. 32. Quick Breads. 33. Cakes and Icings. 34. Cookies. 35. Pies and Pastries. 36. Creams, Custards, Puddings, Frozen Desserts, and Sauces. Appendix 1: Metric Conversion Factors. Appendix 2: Standard Can Sizes. Appendix 3: Approximate Weight-Volume Equivalents of Dry Foods. Appendix 4: Kitchen Math Exercises: Metric Versions. Appendix 5: Eggs and Safety. Bibliography. Glossary and Cooking Vocabulary

SUPPLEMENTS

Image Gallery • Instructor's Manual • Lecture PowerPoints • Math Tutor PowerPoints • Study Guide Solutions • Respondus Test Bank • Test Bank and Answer Key (Word) • Text Art PowerPoints



Essentials of Professional Cooking, 2nd Edition

Wayne Gisslen

576 pp. • Hardcover

Available with: WileyPLUS Learning Space and CulinarE-Companion

Essentials of Professional Cooking, Second Edition, focuses on fundamental cooking procedures and techniques, functions of ingredients, and desired results to empower the reader with the keen understanding necessary to prepare virtually any dish to perfection—without relying solely on a recipe. Specially constructed to meet the on-the-job demands of food-service managers, the streamlined approach of **Essentials of Professional Cooking, Second Edition**, extends the benefits of this material to students and professionals in hospitality management and food-service management.

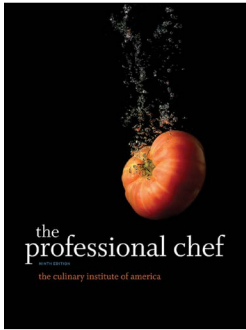
CONTENTS

1. The Food-Service Industry. 2. Sanitation and Safety. 3. Tools and Equipment. 4. Menus, Recipes, and Cost Management. 5. Nutrition. 6. Basic Principles of Cooking and Food Science. 7. Mise en Place. 8. Stocks and Sauces. 9. Soups. 10. Understanding Vegetables. 11. Cooking Vegetables. 12. Potatoes. 13. Legumes, Grains, Pasta, and Other Starches. 14. Cooking Methods for Meat, Poultry, and Fish. 15. Understanding Meats and Game. 16. Cooking Meats and Game. 17. Understanding Poultry and Game Birds. 18. Cooking Poultry and Game Birds. 19. Understanding Fish and Shellfish. 20. Cooking Fish and Shellfish. 21. Salad Dressings and Salads. 22. Sandwiches and Hors d'Oeuvres. 23. Food Presentation. 24. Bakeshop Production: Basic Principles and Ingredients. 25. Quick Breads, Cakes, and Cookies. Glossary. Index.

SUPPLEMENTS

Image Gallery • Instructor's Manual • Lecture PowerPoints • Math Tutor PowerPoints • Study Guide Solutions • Respondus Test Bank • Test Bank and Answer Key (Word) • Text Art PowerPoints

INTRODUCTORY COOKING AND FOOD PREPARATION



The Professional Chef, 9th Edition

The Culinary Institute of America
1,232 pp. • Hardcover

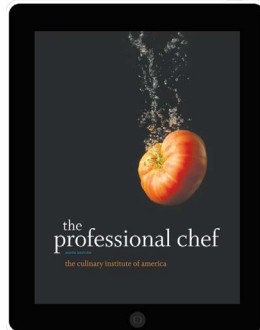
This completely reorganized and updated book reviews ingredients, equipment, and skills of the professional chef. It then explores the techniques for the full range of food items. With a good understanding of techniques, the reader will then learn plating techniques for salads, sandwiches, hors d'oeuvres, appetizers, entrées, and desserts.

CONTENTS

Part One: The Culinary Professional. 1. Introduction to the Profession. 2. Menus and Recipes. 3. The Basics of Nutrition and Food Science. 4. Food and Kitchen Safety. **Part Two:** Tools and Ingredients in the Professional Kitchen. 5. Equipment Identification. 6. Meat, Poultry, and Game Identification. 7. Fish and Shellfish Identification. 8. Fruit, Vegetable, and Fresh Herb Identification. 9. Dairy and Egg Purchasing and Identification. 10. Dry Goods Identification. **Part Three:** Stocks, Sauces, and Soups. 11. Mise en Place for Stocks, Sauces, and Soups. 12. Stocks. 13. Sauces. 14. Soups. **Part Four:** Meats, Poultry, Fish, and Shellfish. 15. Mise en Place for Meats, Poultry, Fish, and Shellfish. 16. Fabricating Meats, Poultry, and Fish. 17. Grilling, Broiling, and Roasting. 18. Sautéing, Pan Frying, and Deep Frying. 19. Steaming and Submersion Cooking. 20. Braising and Stewing. **Part Five:** Vegetables, Potatoes, Grains and Legumes, and Pasta and Dumplings. 21. Mise En Place for Vegetables and Fresh Herbs. 22. Cooking Vegetables. 23. Cooking Potatoes. 24. Cooking Grains and Legumes. 25. Cooking Pasta and Dumplings. **Part Six:** Breakfast and Garde Manger. 26. Cooking Eggs. 27. Salad Dressings and Salads. 28. Sandwiches. 29. Hors d'oeuvre and Appetizers. 30. Charcuterie and Garde Manger. **Part Seven:** Baking and Pastry. 31. Baking Mise En Place. 32. Yeast Breads. 33. Pastry Doughs and Batters. 34. Custards, Creams, and Mousses. 35. Fillings, Frostings, and Dessert Sauces. 36. Plated Desserts.

SUPPLEMENTS

Instructor's Manual • Study Guide • PowerPoints
• Respondus Test Bank

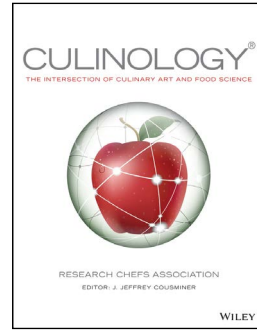


The Professional Chef, Digital Edition

The Culinary Institute of America

The first-ever digital edition of **The Professional Chef, Ninth Edition**, available for purchase through the free InKling platform, provides an exciting transmedia experience, incorporating the narrative, recipes, and photography from this cornerstone title along with all-new video content and interactive features. The application provides mobile access to recipes and full-color photographs, along with more than 100 original videos of essential cooking techniques. Assessment enhancements throughout allow students to test themselves and receive feedback and guidance throughout the learning process. Social notes can be set up to allow readers to follow and see other people's notes right in the text, making it easy for students to organize study groups, instructors to share their comments with the class, or any user to find a built-in study guide of the best notes.

ADVANCED COOKING AND FOOD PREPARATION



NEW!

Culinology, The Intersection of Culinary Art and Food Science

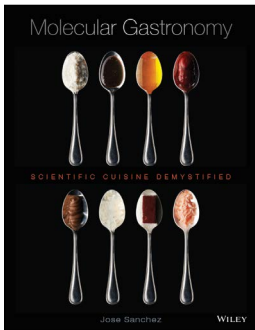
Research Chefs Association
640 pages • Hardcover

This book demonstrates 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 is 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.

CONTENTS

Preface: So What the Heck is Culinology, Anyway? 1. The Business of New Product Development and The Role of the Culinology Professional. 2. The Principles of Food Science. 3. Applying Food Science to Cooking. 4. Protein-Based Foods: Introduction and Red Meats. 5. Protein-Based Foods: Poultry. 6. Protein-Based Foods: Seafood. 7. Protein-Based Foods: Vegetable Sources of Protein and Protein Complementation. 8. Carbohydrate-Based Foods. 9. Lipid-Based Foods. 10. Egg and Milk-Based Foods. 11. Fermentation. 12. Food Additives. 13. Food Safety and Spoilage. 14. Shelf Life Extension. 15. Food Packaging. 16. Developing Nutritious Food Products. 17. Sensory Evaluation. 18. Culinology Applications in Food Processing—From the Chef's and Food Scientist's Perspective. 19. Commercializing the Culinary Gold Standard. 20. Government Regulations and Labeling. Glossary. Index.

ADVANCED COOKING AND FOOD PREPARATION



Molecular Gastronomy: Scientific Cuisine Demystified

José Sanchez

320 pp. • Hardcover

Available with: WileyPLUS

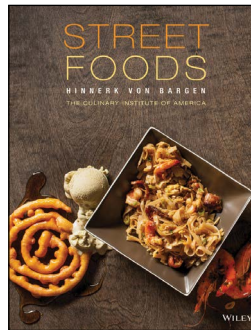
Molecular Gastronomy: Scientific Cuisine Demystified aims to clarify and explain the fascinating world of molecular gastronomy. It offers the reader crucial knowledge of key ingredients and provides fundamental step-by-step techniques for application. It provides a foundation for experimenting with and, most importantly, understanding new and exciting ingredients and cooking techniques.

CONTENTS

1. Modern Cooking Evolution and Its Pioneers and Practitioners. 2. Sanitation and Safety. 3. Equipment and Tool Identification. 4. Introduction to Hydrocolloids: New Frontier. 5. Food Hydrocolloids: Thickeners, Gelling Agents Emulsifiers, and Stabilizers. 6. Sweeteners, Antioxidants, and Others. 7. Overview of Techniques. 8. Small Treats, Hot and Cold. 9. Surprises. 10. Composed Dishes. 11. Sweets. Appendices: Weight Conversion Chart. Measurement Conversion of Commonly Used Ingredients. Length Conversion Chart. Temperature Chart. Bibliography and Further Reading. Resources. Index.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank • PowerPoints



Street Foods

Hinnerk von Barga, The Culinary Institute of America

368 pp. • Hardcover

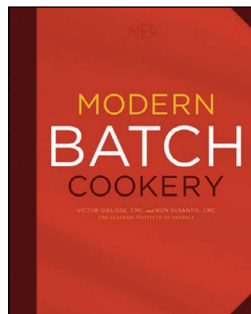
Street Foods is the first definitive book to explore the medley of global cuisines, cultures, and cooking techniques that are propelling the demand for "world casual" flavors from diners in every foodservice segment. This comprehensive guide teaches professional chefs and culinary students how to capitalize on the ingredients, flavors, cooking techniques, and service of cherished portable foods from around the world.

CONTENTS

1. What is Street Food? 2. Meat and Poultry. 3. Fish and Seafood. 4. Vegetables. 5. Grains, Legumes, Noodles, and Bread. 6. Sweets and Beverages.

SUPPLEMENTS

Instructor's Manual • PowerPoints • Respondus Test Bank • Image Gallery



Modern Batch Cookery

Victor Gielisse, The Culinary Institute of America

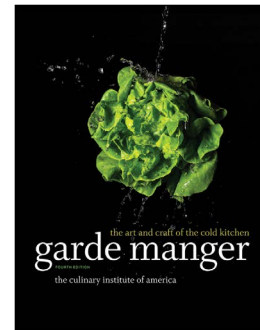
Ron Desantis

448 pp. • Hardcover

CONTENTS

1. The Culinary Professional. 2. Menus, Recipes, and Special Events. 3. The Importance of Flavor. 4. General Cooking Techniques. 5. Stocks, Soups, and Sauces for the Modern Batch Kitchen. 6. Recipes for Stocks, Soups, Sauces, and Basic Flavorings. 7. Recipes for Breakfast and Brunch. 8. Recipes for Salad Dressings, Salads, Sandwiches, and Appetizers. 9. Recipes for Entrées. 10. Recipes for Side Dishes. 11. Recipes for Baked Goods and Desserts. 12. Recipes for Reception Foods.

GARDE MANGER AND CHARCUTERIE



Garde Manger: The Art and Craft of the Cold Kitchen, 4th Edition

The Culinary Institute of America

688 pp. • Hardcover

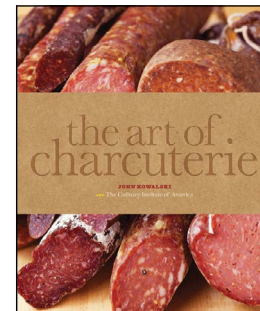
Garde Manger includes information on topics like terrine and pâté production, artisan cheeses, and different types of pickles and vinegars; contemporary cooking methods have been added to reflect the most current industry trends.

CONTENTS

1. The Professional Garde Manger. 2. Cold Sauces and Cold Soups. 3. Salads. 4. Sandwiches. 5. Cured and Smoked Foods. 6. Sausage. 7. Terrines, Patés, Galantines, and Roulades. 8. Cheese. 9. Appetizers and Hors d'oeuvre. 10. Condiments, Crackers, and Pickles. 11. Buffet Presentation. 12. Basic Recipes.

SUPPLEMENTS

Instructor's Manual • Study Guide • Respondus Test Bank • PowerPoint Slides • Image Gallery



The Art of Charcuterie

John Kowalski, The Culinary Institute of America

400 pp. • Hardcover

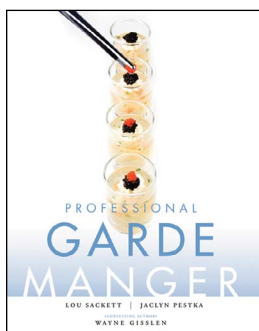
CONTENTS

1. Equipment. 2. Spices, Herbs, and Seasonings. 3. Meats, Poultry, and Seafood. 4. Sanitation. 5. Curing and Brining. 6. Smoking. 7. Force-meats. 8. Sausages. 9. Condiments.

SUPPLEMENT

Instructor's Manual

GARDE MANGER AND CHARCUTERIE



Professional Garde Manger

Lou Sackett

Jaclyn Pestka

Consulting Author: **Wayne Gisslen**

816 pp. • Hardcover

Available with:

WileyPLUS and CulinarE-Companion

Professional Garde Manger features the same proven pedagogical features and easy-to-follow recipe layout as **Professional Cooking** and **Professional Baking**, including chapter prerequisites and objectives, key terms, and questions for discussion.

There is comprehensive coverage, including charcuterie, vegetables and fruits, cheeses, and complex salads.

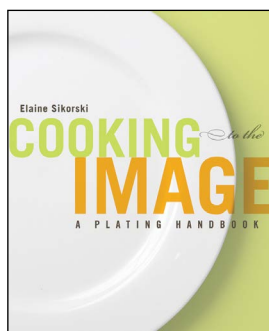
CONTENTS

1. The Garde Manger Profession. 2. Sauces and Dressings. 3. Simple Salads and Tossed Salads. 4. Cold Vegetables and Fruits. 5. Complex Salads. 6. Cold Seafood. 7. Cold Meats. 8. Cold Soups. 9. Garde Manger Sandwiches. 10. Cold Hors d'Oeuvres. 11. Cured and Smoked Foods. 12. Sausages. 13. Pâtés, Terrines, and Charcuterie Specialties. 14. Cheese and Other Dairy Products. 15. Mousselines. 16. Aspic and Chaud-Froid. 17. Condiments, Embellishments, and Décor. 18. Buffets and Food Bars.

SUPPLEMENTS

Instructor's Manual • Study Guide • Book and Study Guide Set • Respondus Test Bank • PowerPoint Slides • Image Gallery

FOOD AND DESSERT STYLING AND PLATING



Cooking to the Image: A Plating Handbook

Elaine Sikorski

176 pp. • Softcover

Cooking to the Image: A Plating Handbook offers readers a fascinating perspective of a *culinary art* that demonstrates taste as not simply a means of creating flavor, but also a cultural context larger than the professional kitchen. It provides future chefs with the prerequisites to cultivate a professional viewpoint of plating by considering the different ways a chef looks at food.

CONTENTS

1. Your Field of Vision. 2. The Plate in Context. 3. Framing Culinary Art. 4. Platter to Plate: Classical Style. 5. Plate Frame: Nouvelle Style. 6. Plate Frame: New American Style and Fusion Style. 7. Plate Frame: Global Style. 8. The Emerging Menu: Interactive Table Setting. 9. Design and Culinary Plate Archetypes. 10. Looking for Inspiration. 11. Plating the Styles. 12. Critiquing Culinary Art. 13. Culinary Values.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank • PowerPoint Slides • Image Gallery



Food Styling

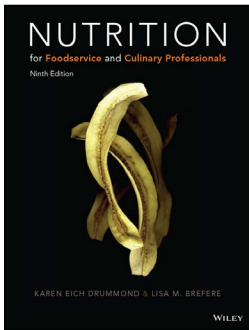
Delores Custer

416 pp. • Hardcover

CONTENTS

Section 1: The Basics. 1. A General Overview of Food Styling. 2. The Medium is the Message. 3. The Case of Characters. **Section 2:** The Job from Phone Call to Invoice. 4. Getting the Job. 5. Prepping the Job. 6. The Shoot. 7. About Photography. 8. About Propping. 9. About Production Work. **Section 3:** The Nuts and Bolts. 10. Tools of the Trade. 11. Working with the Food: Some Foods Just Misbehave. **Section 4:** Pulling It All Together. 12. The Business of Food Styling. 13. Useful Additional Skills. 14. Tips for Food Professionals Who Want to Food Style Their Work. **Section 5:** Trends: Food and Food Presentation. 15. Reviewing the Last 60 Years.

NUTRITION AND HEALTHY COOKING



NEW!

Nutrition for Foodservice and Culinary Professionals, 9th Edition

Karen E. Drummond

Lisa M. Brefere

496 pp. • Hardcover

Available with: WileyPLUS Learning Space

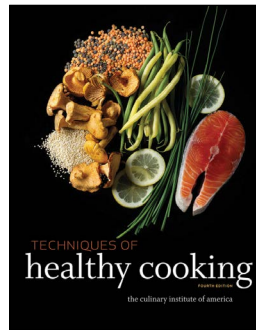
Nutrition for Foodservice and Culinary Professionals, Ninth Edition is the definitive resource that helps readers use nutritional principles to evaluate and modify menus and recipes and to respond to customers' critical questions and dietary needs. More photographs, charts, and recipes are used to effectively convey nutrition concepts and applications in a visual manner. The Ninth Edition includes a discussion of the 2015 Dietary Guidelines for Americans. Available through WileyPLUS Learning Space is a complete online version of the textbook. Relevant, student study tools and learning resources including Create-a-Plate Interactive Exercises which teach students how to create a healthy meal. Also included is Reverse-a-Recipe Interactive Exercises which teach students how to modify a recipe to make it healthy.

CONTENTS

Part One: 1. Introduction to Nutrition. 2. Using Dietary Recommendations, Food Guides, and Food Labels to Plan Menus. 3. Carbohydrates. 4. Fats and Oils. 5. Protein. 6. Vitamins. 7. Water and Minerals. **Part Two:** 8. Balanced Cooking and Menus. 9. Balanced Cooking Methods and Techniques. 10. Recipe Makeovers. 11. Balanced Menus. 12. Handling Customers' Special Nutrition Requests. **Part Three:** 13. Applied Nutrition. 14. Weight Management. 15. Nutrition for All Ages.

SUPPLEMENTS

Instructor's Manual • Nutrition Web Explorer • Case Studies • Worksheet Library • Lecture PowerPoints • Test Bank and Answer Key (Word) • Study Guide Solutions • Case Studies Answer Key • Worksheet Library Answer Key • Instructor Web Resources • Check-Out Quizzes • In the Kitchen • In the Kitchen Answer Key • Additional Recipes • Image Gallery • Appendices • Respondus Test Bank



Techniques of Healthy Cooking, 4th Edition

The Culinary Institute of America

576 pp. • Hardcover

Choosing a healthy eating pattern is vitally important, as diet directly influences health.

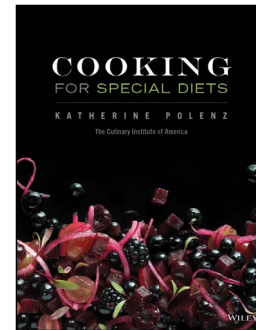
Techniques of Healthy Cooking, Fourth Edition is a comprehensive kitchen reference for understanding nutrition concepts, creating healthy eating patterns, developing healthy recipes and menus, and cooking healthy recipes. From soups, salads, and appetizers to main dishes for breakfast, lunch, and dinner, there are nearly 500 recipes with more than 150 four-color photographs of ingredients, techniques, and finished dishes.

CONTENTS

1. Healthy Eating Patterns. 2. Healthy Ingredients. 3. Techniques of Healthy Cooking. 4. Developing Healthy Recipes and Menus. 5. Soups, Salads, and Appetizers. 6. Main Dishes for Lunches and Dinners. 7. Side Dishes. 8. Breakfast and Beverages. 9. Baked Goods and Desserts.

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints • Test Bank and Answer Key (Word) • Image Gallery • Video Series • Web Resources • Respondus Test Bank



Cooking for Special Diets

Katherine Polenz, The Culinary Institute of America

400 pp. • Hardcover

Cooking for Special Diets builds the skills and techniques needed to address special diets while providing healthy, wholesome meals for consumers or guests. This text teaches readers how to widen the scope of their offerings and create flavorful recipes to meet all kinds of dietary needs. **Cooking for Special Diets** explains the wide range of dietary challenges of which chefs should be conscious, including celiac disease, diabetes, high blood pressure, high cholesterol, food allergies, and more. Introductory chapters cover general nutrition information, healthy ingredients, and substitutions. Subsequent chapters provide recipes for a broad range of dietary concerns, from vegetarian, vegan, and low-fat meals to delectable entrées that are gluten- or lactose-free.

Cooking for Special Diets provides chefs with an arsenal of recipes that are healthy, versatile, and always delicious.

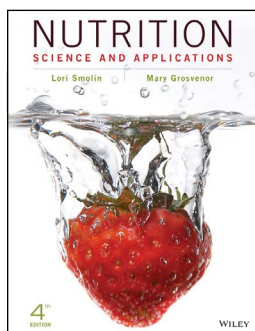
CONTENTS

1. Current Health Concerns. 2. What Is Cooking for Special Diets? 3. Ingredients for Special Diets. 4. Appetizers. 5. Stocks, Broth, and Soups. 6. Salads. 7. Entrées. 8. Side Dishes. 9. Desserts and Breads. 10. Pantry Items.

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints • Test Bank and Answer Key (Word) • Respondus Test Bank • Image Gallery

NUTRITION AND HEALTHY COOKING



NEW!

Nutrition: Science and Applications, 4th Edition

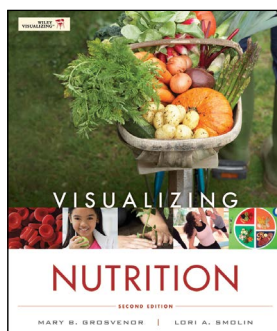
Lori A. Smolin, University of Connecticut
Mary B. Grosvenor
880 pp. • Hardcover

Available with: WileyPLUS Learning Space

Using a critical thinking approach, this book brings nutrition out of the classroom and allows students to apply the logic of science to their own nutrition concerns—both as consumers and as future scientists and health professionals. Complete and up-to-date including the 2015 Dietary Guidelines for Americans, this text and the WileyPLUS Learning Space course have been developed through a collaboration between the authors and the Nutrition Advisory Board. This advisory board is comprised of a team of dedicated nutrition instructors who helped review and developed all of Wiley's nutrition resources.

CONTENTS

1. Nutrition: Food for Health. 2. Nutrition Guidelines: Applying the Science of Nutrition. 3. Digestion, Absorption, and Metabolism. 4. Carbohydrates: Sugars, Starches, and Fiber. 5. Lipids: Triglycerides, Phospholipids, and Cholesterol. 6. Proteins and Amino Acids. 7. Energy Balance and Weight Management. 8. The Water-Soluble Vitamins. 9. The Fat-Soluble Vitamins. 10. Water and the Electrolytes. 11. Major Minerals and Bone Health. 12. The Trace Minerals. 13. Nutrition and Physical Activity. 14. Nutrition During Pregnancy and Lactation. 15. Nutrition from Infancy to Adolescence. 16. Nutrition and Aging: The Adult Years. 17. Food Safety. 18. World Hunger and Malnutrition.



Visualizing Nutrition, 3rd Edition

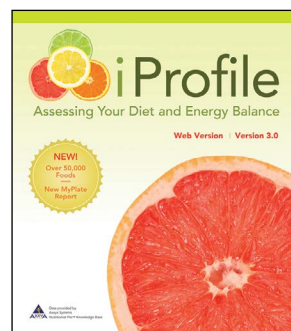
Mary B. Grosvenor
Lori A. Smolin, University of Connecticut
640 pp. • Softcover

Available with: WileyPLUS Learning Space

Visualizing Nutrition, Third Edition is intended for a one-term course in Introductory Nutrition taught at both two- and four-year schools. **Visualizing Nutrition, Third Edition** offers students a valuable opportunity to identify and connect the central issues of nutritional science in a visual approach. As students explore the critical topics of nutrition, they create a desire to understand the topics through demonstration of their relevance to the reader's personal life. The material provides students with the decision-making skills needed throughout their lifespan to navigate the myriad of choices they will face in promoting their good health and in preventing disease.

CONTENTS

1. Nutrition: Everyday Choices. 2. Guidelines for a Healthy Diet. 3. Digestion: From Meals to Molecules. 4. Carbohydrates: Sugars, Starches, and Fibers. 5. Lipids: Fats, Phospholipids, and Sterols. 6. Proteins and Amino Acids. Vitamins. 8. Water and Minerals. 9. Energy Balance and Weight Management. 10. Nutrition, Fitness, and Physical Activity. 11. Nutrition During Pregnancy and Infancy. 12. Nutrition from 1 to 100. 13. How Safe Is Our Food Supply? 14. Feeding the World. Online Chapter: Metabolism



iProfile: Assessing Your Diet and Energy Balance, Web 3.0

Lori A. Smolin, University of Connecticut
Mary B. Grosvenor
CD

Completely updated to include current USDA and FDA information, the new version of **iProfile** nutrition dietary assessment software features over 50,000 foods, including ethnic, cultural, and popular brand-name choices. Users can track intake, add foods, and calculate the impact of physical activity. Serving size animations, a self-discovery survey, single-nutrient reports, menu planning and more make this a valuable tool.

FOOD SAFETY AND SANITATION



Professional Food Manager, 5th Edition

National Environmental Health Association (NEHA)

192 pp. • Softcover

Available with: WileyPLUS Learning Space

Updated to the 2015 FDA Food Code, **Professional Food Manager, Fifth Edition:**

- Contains streamlined content, supporting learning styles for today's student.
- Aligns with American Culinary Federation Education Foundation (ACF) Required Knowledge and Skills Competencies for Sanitation.
- Comes packaged with the Print or Online Conference for Food Protection (CFP) and American National Standards Institute (ANSI)-approved Food Safety examination and certification from Prometric, accepted nationally in all jurisdictions and by employers.

CONTENTS

1. Managing Food Safety and Training. 2. Biological Contamination. 3. Other Sources of Contamination. 4. Handling Food Safety. 5. From Purchase to Service. 6. Facilities and Equipment. 7. Cleaning and Sanitizing. 8. Pest Control. 9. Legal Requirements, HACCP, and Inspections.

Package options:

- Print book + Print Exam Answer Sheet
- Print Book + Online Exam Answer Sheet
- E-book + Print Exam Answer Sheet
- E-book + Online Exam Answer Sheet

SUPPLEMENTS

Case Study: Birthday Problems • Case Study: Birthday Problems with Answer Key • Food Safety Quiz Show • Food Safety Match-Up Quiz • Food Safety Match-Up Quiz Answers • Instructor's Manual with Student Activity Guide Solutions • Lecture PowerPoints • Practice Exam • Practice Exam Answers • Pre-Test • Pre-Test Answers • Syllabi • Respondus Test Bank • Image Gallery • Videos

REGIONAL CUISINE AND FOOD CULTURE



American Regional Cuisine, 3rd Edition

The International Culinary SchoolsSM at The Art Institutes

576 pp. • Hardcover

Available with:

WileyPLUS and WileyPLUS Learning Space

American Regional Cuisine, Third Edition combines history, anthropology, and cuisine into a clear and comprehensive resource for the American Regional course. Its menu-driven approach makes this book unique in the marketplace, providing unparalleled value to culinary-arts students.

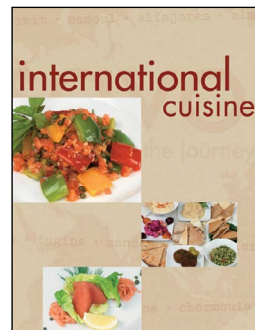
Organized by region, this completely updated and contemporized Third Edition of **American Regional Cuisine** features sweet and savory recipes of the most popular and memorable dishes from 11 distinct culinary traditions across the United States. Recipes are drawn from every part of the region, offering a range of complete meals for each culinary style.

CONTENTS

The Cuisine of New England. The Cuisine of the Mid-Atlantic. The Cuisine of the South. Floribbean Cuisine. Louisiana's Cajun and Creole Cuisines. The Cuisine of the Central Plains. Texas and Tex-Mex Cuisine. The Cuisine of the Southwest and the Rocky Mountain Region. The Cuisine of California. The Cuisine of the Pacific Northwest. The Cuisine of Hawaii.

SUPPLEMENTS

• Instructor's Manual • Lecture PowerPoints • Respondus Test Bank



International Cuisine

The International Culinary SchoolsSM at The Art Institutes

864 pp. • Hardcover

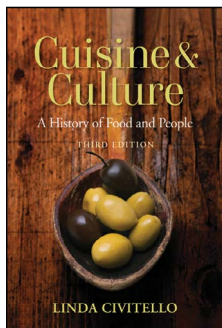
CONTENTS

1. Mexico. 2. South America. 3. Caribbean. 4. Japan. 5. China. 6. Korea. 7. Southeast Asia. 8. Spain. 9. Middle East. 10. Turkey, Greece, and Crete. 11. Africa. 12. India. 13. British Isles. 14. France. 15. Italy. 16. Germany, Austria, Switzerland. 17. Scandinavia and Russia.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank

REGIONAL CUISINE AND FOOD CULTURE



Cuisine and Culture: A History of Food and People, 3rd Edition

Linda Civitello
448 pp. • Softcover

From prehistory and the earliest societies in the Fertile Crescent to today's celebrity chefs, **Cuisine and Culture, Third Edition** presents a multicultural and multiethnic approach to understanding how and why major historical events have affected and defined the culinary traditions in different societies.

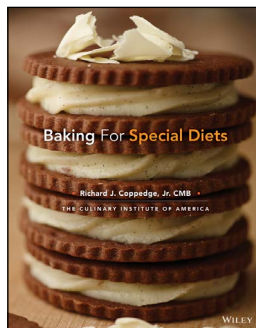
CONTENTS

First Course: From Raw to Cooked: Prehistory, Mesopotamia, Egypt, China, India. Second Course: Grain, Grape, Olive: The Ancient Mediterranean. Third Course: Crazy Bread, Coffee, and Courtly Manners: Christendom and Islam in the Middle Ages, 500–1453. Fourth Course: New World Food: Potato, Corn, Chile, Chocolate. Fifth Course: Food Goes Global: The Columbian Exchange. Sixth Course: America from Colony to Country: Sacred Cod, Black Rice, Maple Moon, 1588–1850. Seventh Course: Hutsepot, Stove Potatoes, and Haute Cuisine: Seventeenth to Eighteenth-Century Dutch, Russian, and French Cuisine. Eighth Course: Cattle, Coca-Cola, Cholera: The United States and Europe, 1850–1900. Ninth Course: Africa and Asia: Native vs. Colonial Cuisine. Tenth Course: The Purity Crusade, Cuisine Classique, and Prohibition: 1900–1929 in Europe and the United States. Eleventh Course: Soup Kitchens, Spam, and TV Dinners: The Depression, World War II, and the Cold War. Twelfth Course: Agribusiness vs. Organic: The 1970s into the Third Millennium.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank

INTRODUCTORY BAKING AND PASTRY



NEW!

Baking for Special Diets

Richard J. Coppedge, Jr., The Culinary
Institute of America
400 pp. Hardcover

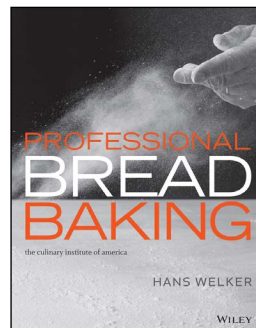
Baking for Special Diets is designed to take your baking knowledge to the next dietary level by articulating the theories of basic nutrition, dietary, or food allergy restrictions and how all of these affect the baked goods we make every day. A myriad of dietary restrictions and allergens are explored, with special attention paid to converting recipes and making appropriate ingredient substitutions. Whether a seasoned baker or a brand new pastry chef, **Baking for Special Diets** supplies the tools needed to become a more versatile and more adaptable baker.

CONTENTS

1. Current Health Problems and Dietary Needs: an Abundance of Foods, an Abundance of Health Problems. 2. What is Nutritional Baking? 3. Ingredients for Nutritious Baking. 4. Reduced and Low Fat Baking. 5. Baking with Less Sugar. 6. Gluten-Free. 7. Non Dairy and Vegan Products.

SUPPLEMENTS

Instructor's Resource Manual • PowerPoint Slides • Computerized Test Bank



NEW!

Professional Bread Baking

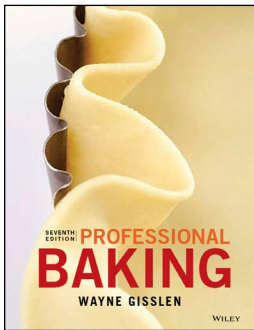
Hans Welker, The Culinary Institute
of America
Lee Ann Adams
400 pp. Hardcover

Professional Bread Baking provides the tools needed to mix, ferment, shape, proof, and bake exceptional artisanal bread. **Professional Bread Baking** is not only a cookbook providing an array of recipes and formulas for finished loaves. The title dives deeper into the discussion about bread, providing a detailed reference that will be indispensable for a baker.

CONTENTS

1. An Introduction to Artisan Breads. 2. Equipment. 3. Ingredients. 4. Making Artisan Breads. 5. Lean Dough Breads and Rolls. 6. Enriched Dough Breads and Rolls. 7. Flatbreads and Breads from Around the World. 8. Rye Bread.

INTRODUCTORY BAKING AND PASTRY



NEW!

Professional Baking, 7th Edition

Wayne Gisslen

800 pp. • Hardcover

Available with: WileyPLUS Learning Space and CulinarE-Companion

For over 25 years, culinary students and chef instructors have relied on **Professional Baking** for its clear exposition, sound theory and technique, and commitment to accuracy. The new edition emphasizes core procedures and techniques, with several added enhancements, including method cards, and more.

The robust technology package now includes WileyPLUS Learning Space, which features 65 technique videos, assessment questions, a glossary with audio pronunciations, and Math Tutor to reinforce essential bakeshop math.

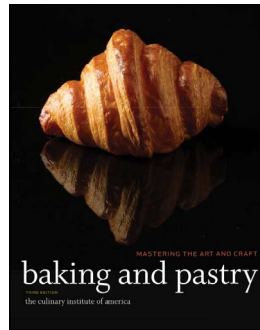
Now online, **CulinarE-Companion** Recipe Management Software contains all recipes from the text and provides the user with the ability to add recipes, as well as scale, resize, and determine nutritional information for each recipe.

CONTENTS

1. The Baking Profession. 2. Basic Professional Skills: Bakeshop Math and Sanitation. 3. Baking and Pastry Equipment. 4. Ingredients. 5. Basic Baking Principles. 6. Understanding Yeast Doughs. 7. Understanding Artisan Breads. 8. Lean Yeast Doughs. 9. Rich Yeast Doughs. 10. Quick Breads. 11. Doughnuts, Fritters, Pancakes, and Waffles. 12. Basic Syrups, Creams, and Sauces. 13. Pies. 14. Pastry Basics. 15. Tarts and Special Pastries. 16. Cake Mixing and Baking. 17. Assembling and Decorating Cakes. 18. Specialty Cakes, Gâteaux, and Torten. 19. Custards, Puddings, Mousses, and Soufflés. 20. Frozen Desserts. 21. Fruit Desserts. 22. Dessert Presentation. 23. Chocolate. 24. Marzipan, Pastillage, and Nougatine. 25. Sugar Techniques. 26. Baking for Special Diets.

SUPPLEMENTS

Lecture PowerPoint Slides • Instructor's Manual • Study Guide Solutions • Test Bank and Answer Key • CulinarE-Companion • Text Art PowerPoint Slides • Image Gallery • Respondus Test Bank



Baking and Pastry: Mastering the Art and Craft, 3rd Edition

The Culinary Institute of America

944 pp. • Hardcover

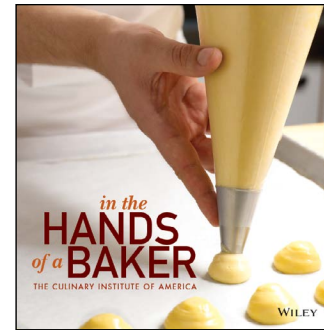
Baking and Pastry, Third Edition continues its reputation as being a must-have guide for all culinary and baking and pastry students and baking and pastry industry professionals. This new edition improves upon the last with the addition of hundreds of new recipes, photographs, and illustrations, and revised and up-to-date information on creating spectacular breads and desserts. New content includes sustainability and seasonality, new trends in plated desserts and wedding and special occasion cakes, and more information on savory and breakfast pastries, volume production, and décor techniques.

CONTENTS

Part One: The Professional Baker and Pastry Chef. 1. Career Opportunities for Baking and Pastry Professionals. 2. Ingredient Identification. 3. Equipment Identification. 4. Advanced Baking Principles. 5. Food and Kitchen Safety. 6. Baking Formulas and Bakers' Percentages. **Part Two:** Yeast-Raised Breads and Rolls. 7. Yeast-Raised Breads and Rolls. 8. Advanced Yeast-Raised Breads and Rolls. **Part Three:** Baking Building Blocks. 9. Pastry Doughs and Batters. 10. Quick Breads and Cakes. 11. Cookies. 12. Custards, Creams, Mousses, and Soufflés. 13. Icings, Glazes, and Sauces. 14. Frozen Desserts. **Part Four:** Assembling and Finishing. 15. Pies, Tarts, and Fruit Desserts. 16. Filled and Assembled Cakes and Tortes. 17. Breakfast Pastries. 18. Individual Pastries. 19. Savory Baking. 20. Plated Desserts. 21. Chocolates and Confections. 22. Décor. 23. Wedding and Specialty Cakes.

SUPPLEMENTS

Image Gallery • Instructor's Manual • Lecture PowerPoints • Respondus Test Bank • Study Guide • Study Guide Solutions • Test Bank and Answer Key (Word) • Videos • Video Discussion Guide



In the Hands of a Baker

The Culinary Institute of America

176 pp. • Softcover

In the Hands of a Baker covers all the basics of selecting and using baking equipment for the professional kitchen. This text provides guidance on purchasing the correct equipment, organizing a workstation, and the proper care and cleaning of all types of baking tools. The first part of **In the Hands of a Baker** covers basic tools such as scales, measures, whips, peelers, and small appliances including mixers, choppers, and ice cream machines. The second part of this text includes more advanced and specialized tools, such as those necessary for bread baking, pastry making, and décor and confectionery work.

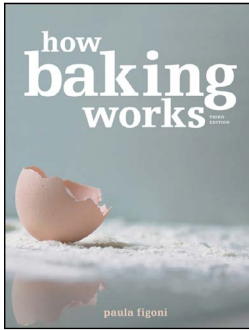
CONTENTS

1. The Baking and Pastry Professional. 2. Scaling and Measuring Tools and Techniques. 3. Cutting Tools and Techniques. 4. Small Tools and Appliances Usage and Techniques. 5. Bread Baking and Quick-Bread Making Techniques and Tools. 6. Pastry, Cake, and Cookie Tools and Techniques. 7. Chocolate, Décor, and Confectionery. 8. Bakeware.

SUPPLEMENT

Lecture PowerPoints

INTRODUCTORY BAKING AND PASTRY



How Baking Works: Exploring the Fundamentals of Baking Science, 3rd Edition

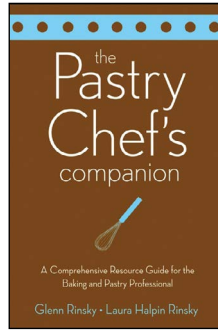
Paula Figoni, Johnson & Wales University
528 pp. • Softcover

CONTENTS

1. Introduction to Baking. 2. Heat Transfer. 3. Overview of the Baking Process. 4. Sensory Properties of Food. 5. Wheat Flour. 6. Variety Grains and Flours. 7. Gluten. 8. Sugar and Other Sweeteners. 9. Fats, Oils, and Emulsifiers. 10. Eggs and Egg Products. 11. Leavening Agents. 12. Thickening and Gelling Agents. 13. Milk and Milk Products. 14. Nuts and Seeds. 15. Cocoa and Chocolate Products. 16. Fruit and Fruit Products. 17. Natural and Artificial Flavorings. 18. Baking for Health and Wellness.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank



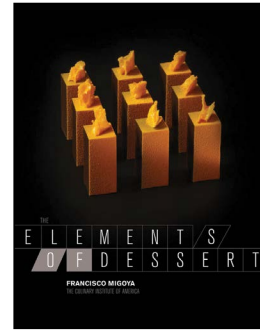
The Pastry Chef's Companion: A Comprehensive Resource Guide for the Baking and Pastry Professional

Glenn Rinsky, Jefferson State Community College
Laura Halpin Rinsky, Hewitt-Trussville High School
384 pp. • Softcover

CONTENTS

1. Important Temperatures Every Pastry Chef and Baker Should Know. 2. Weight and Volume Equivalents for Most Common Ingredients. 3. Sugar Cooking Stages. 4. Conversion Formulas and Equivalents. 5. Seasonal Fruit Availability. 6. The 12 Steps of Baking. Flavor Combinations. 8. What Went Wrong and Why. 9. Specialty Vendors. 10. Professional Development Resources.

ADVANCED PASTRY



The Elements of Dessert

Francisco J. Migoya, The Culinary Institute of America
544 pp. • Hardcover

In **The Elements of Dessert**, renowned pastry chef Francisco Migoya, professor at The Culinary Institute of America, takes you on a guided tour through the innovative flavors, ingredients, and techniques in the thrilling world of desserts. He begins with the fundamental elements—such as mousses, doughs, and ganaches—revealing in each recipe how to incorporate these building blocks into inventive, unforgettable delicacies.

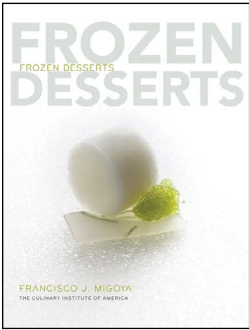
CONTENTS

1. The Basic Elements. 2. Pre-Desserts. 3. Plated Desserts. 4. Dessert Buffets. 5. Passed-Around Desserts. 6. Cakes (Entremets). 7. Petits Fours (Mignardises).

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints • Image Gallery • Test Bank and Answer Key (Word) • Web Resources • Respondus Test Bank

ADVANCED PASTRY



Frozen Desserts

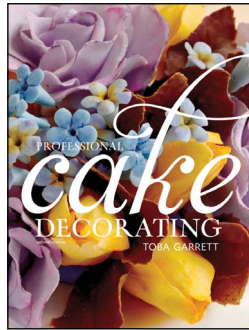
Francisco J. Migoya, The Culinary Institute of America
448 pp. • Hardcover

CONTENTS

1. A Brief History of Frozen Desserts. 2. Ingredients. 3. Equipment, Machines, and Tools. 4. Dairy-Based Frozen Desserts. 5. Non-Dairy Frozen Desserts. 6. Aerated Still-Frozen Desserts. 7. Finished Items. 8. Base Recipes.

SUPPLEMENTS

Instructor's Manual • Lecture Notes Slides • Instructions for Using the General Recipe Spreadsheets • General Recipe Spreadsheets • Instructions for Using Custard and Gelato Spreadsheets • Classic Custard Recipe Spreadsheets • Classic Gelato Recipe Spreadsheets



Professional Cake Decorating, 2nd Edition

Toba M. Garrett, Institute of Culinary Education
416 pp. • Hardcover

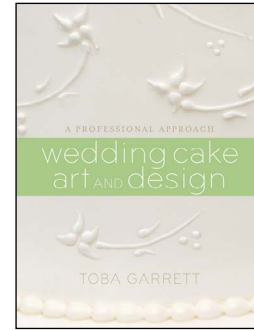
Covers decorating techniques, including Basic, Intermediate, and Advanced Piping Skills, the Art of Writing and Painting, Royal Icing Design Skills, Hand Modeling Skills, Pastillage Construction, Gumpaste Flowers, and much more.

CONTENTS

Lesson 1. Getting Started. Lesson 2. Basic Piping Skills. Lesson 3. Floral Piping Skills. Lesson 4. Intermediate Piping Skills. Lesson 5. Advanced Piping Skills. **Part I:** Advanced Overpiped Top and Bottom Border Designs. **Part II:** Advanced Top and Bottom Border Designs. Lesson 6. The Art of Writing and Painting. Lesson 7. Royal Icing Piped Flowers. Lesson 8. Royal Icing Design Skills. Lesson 9. Hand Modeling Skills. Lesson 10. Marzipan and Chocolate Modeling. Lesson 11. Advanced Royal Icing Piping and Design Skills. Lesson 12. Rolled Icing Design Skills. Lesson 13. Pastillage Construction. Lesson 14. Gumpaste Flowers. Lesson 15. Advanced Gumpaste Flowers. Lesson 16. Miniature Cakes and Decorated Cookies. Lesson 17. Cake and Confectionery Gallery. Lesson 18. Recipes.

SUPPLEMENT

Instructor's Manual



Wedding Cake Art and Design: A Professional Approach

Toba M. Garrett, Institute of Culinary Education
288 pp. • Hardcover

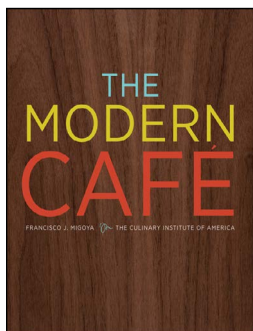
CONTENTS

1. Designing the Cake. 2. Creative Wedding Cake Designs. 3. Romantic Wedding Cake Designs. 4. Textured Wedding Cake Designs. 5. Modern Wedding Cake Designs. 6. Wedgwood Inspired Wedding Cake Designs. 7. Wedding Cake Designs Inspired by Chocolate Lovers. 8. Spring and Harvest Inspired Wedding Cake Designs. 9. Wedding Cake Designs Inspired by Fashion Colors and Film. 10. Wedding Cake Designs Inspired by Flowers, Pottery, and Antiques. 11. Textile Inspired Wedding Cake Designs.

SUPPLEMENT

Instructor's Manual

ADVANCED PASTRY

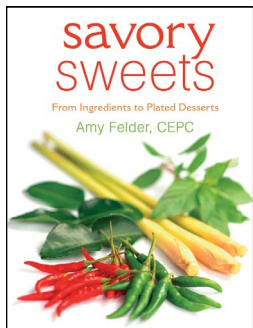


The Modern Café

Francisco J. Migoya, The Culinary Institute of America
560 pp. • Hardcover

CONTENTS

1. The Bakery. 2. The Pastry Shop. 3. The Savory Kitchen. 4. Beverages. 5. The Retail Shelf.



Savory Sweets: From Ingredients to Plated Desserts

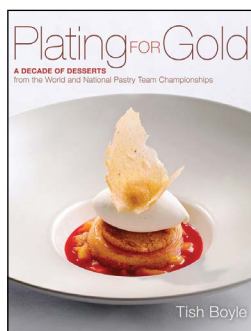
Amy Felder, Johnson & Wales University
272 pp. • Hardcover

CONTENTS

Part 1: Vocabulary of Flavor. 1. The Nature of Taste. 2. Flavor Profile. 3. Plate Profile. **Part 2:** Mechanics of Flavor. 4. Cooking Methods and Culinary Techniques. 5. Sauce Work. 6. Texture and Flavor. **Part 3:** Constituents of Flavor. 7. Vegetables. 8. Herbs and Spices. 9. Dairy. 10. Pantry Ingredients. **Part 4:** Works of Flavor. 11. Plated Desserts.

SUPPLEMENT

Instructor's Manual



Plating for Gold: A Decade of Dessert Recipes from the World and National Pastry Team Championships

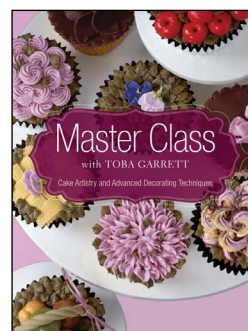
Tish Boyle
336 pp. • Hardcover

Plating for Gold features 50 award-winning recipes for spectacular desserts from pastry chefs like Ewald Notter, Jacquy Pfeiffer, and Sebastien Cannone. Each recipe has easy-to-follow, step-by-step instructions, and one-of-a-kind recipes (Strawberry Soup, Vanilla Panna Cotta Napoleon, and Almond Tartlet; Hot Chocolate Soufflé, Ginger Mousse, and Tropical Parfait; and Yin-Yang Flourless Chocolate Cake) as well as insight and advice from top pastry chefs on perfect plating.

Features ten years of winning plated desserts from the World and National Pastry Championships, along with illustrations of each dessert's composition, full-color photographs of the finished desserts, and behind-the-scenes photographs of pastry chefs in competition.

CONTENTS

1. Introduction. 2. Recommended Equipment. 3. Ingredients. 4. Plating for Points. 5. Plated Dessert Flavor Pairing Guide. 6. The Recipes. 7. Basic Garnish Recipes.



Master Class with Toba Garrett

Toba M. Garrett, Institute of Culinary Education
240 pp. • Hardcover

Master Class with Toba Garrett provides readers with a springboard to infinite ideas of what can be achieved in the advanced art of cake decorating. A foremost expert in this field, Garrett has taught some of the top cake artists working today. She shares tips and techniques here to bring readers to the next level in their cake decorating skills.

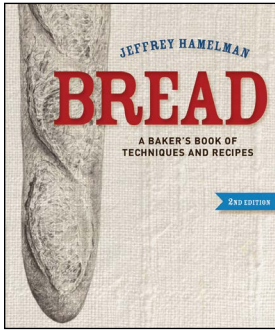
CONTENTS

1. Introduction to Cake Artistry. 2. The Essentials. 3. The Cake Designs. 4. Anniversary Cakes. 5. Birthday Cakes. 6. Grooms' Cakes. 7. Wedding Cakes. 8. Seasonal Cakes. 9. Small Bites: Decorated Cookies and Cupcakes. 10. Recipes.

SUPPLEMENTS

Lecture PowerPoints • Instructor's Manual • Test Bank and Answer Key (Word) • Image Gallery • Respondus Test Bank

BREAD BAKING



Bread: A Baker's Book of Techniques and Recipes, 2nd Edition

Jeffrey Hamelman
496 pp. • Hardcover

When **Bread** was first published in 2004, it received the Julia Child Award for best First Book and became an instant classic. Hailed as a “masterwork of bread baking literature,” **Bread** features 140 detailed, step-by-step formulas for versatile sourdough ryes; numerous breads made with pre-ferments; and simple, straight dough loaves.

CONTENTS

Part One: Ingredients and Techniques. 1. The Bread-Making Process from Mixing through Baking. 2. Ingredients and Their Function. 3. Hand Techniques. **Part Two:** Formulas and Decorative Breads. 4. Breads Made with Yeasted Pre-Ferments. 5. Levain Breads. 6. Sourdough Rye Breads. 7. Straight Doughs. 8. Miscellaneous Breads. 9. Braiding Techniques. 10. Decorative and Display Projects.

SUPPLEMENTS

Lecture PowerPoints • Instructor's Manual • Test Bank and Answer Key (Word) • Image Gallery • Respondus Test Bank



Bread Baking: An Artisan's Perspective

Daniel T. DiMuzio, Culinard, The Culinary Institute of Virginia College
272 pp. • Hardcover

CONTENTS

1. The History of Bread Making. 2. Ingredients and Their Effects. 3. Basic Baker's Percentage (Baker's Math). 4. Mixing Methods. 5. Fermentation. 6. Division and Shaping of Loaves and Rolls. 7. Proofing and Retarding. 8. Baking. 9. Rich and Laminated Doughs. 10. Creating Dough Formulas. Advanced Topic #1: Flour Composition and Milling Technology. Advanced Topic #2: Advanced Baker's Percentage. Advanced Topic #3: Controlling Fermentation: Living and Nonliving Players. Advanced Topic #4: Decorative Dough Pieces.

SUPPLEMENT

Instructor's Manual

CHOCOLATES AND CONFECTIONS



Chocolates and Confections: Formula, Theory, and Technique for the Artisan Confectioner, 2nd Edition

Peter P. Greweling, The Culinary Institute of America
544 pp. • Hardcover

Chocolates and Confections, Second Edition offers a complete and thorough explanation of the ingredients, theories, techniques, and formulas needed to create every kind of chocolate and confection. This book is beautifully illustrated with 250 full-color photographs of ingredients, step-by-step techniques, and finished chocolates and confections.

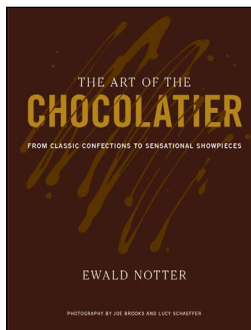
CONTENTS

1. Confectionery Ingredients and Equipment. 2. Cacao and Chocolate. 3. Packaging and Storage. 4. Fundamental Techniques. 5. Cream Ganache. 6. Butter Ganache. 7. Noncrystalline Confections. 8. Crystalline Confections. 9. Jellies. 10. Aerated Confections. 11. Nut Centers. 12. Candy Bars. Appendix A: Sugar Densities. Appendix B: Confectionery Work Areas.

SUPPLEMENTS

Lecture PowerPoints • Instructor's Manual • Test Bank and Answer Key (Word) • Image Gallery • Respondus Test Bank • Web Resources

CHOCOLATES AND CONFECTIONS



The Art of the Chocolatier: From Classic Confections to Sensational Showpieces

Ewald Notter

416 pp. • Hardcover

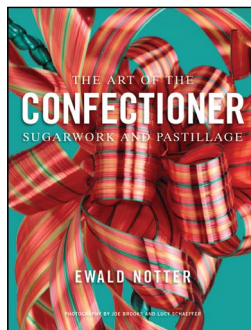
CONTENTS

Part 1: Introduction to Chocolate. 1. Chocolate and Other Ingredients. 2. Essential Equipment. 3. Composition and Basic Techniques. **Part 2:** Making Chocolates and Other Confections. 4. Simple Chocolate Methods and Recipes. 5. Gianduja, Caramelized Gianduja, and Marzipan. 6. Ganache. 7. Decorating Techniques. 8. Chocolate Praline Recipes. 9. Sugar-Crusted Alcohol Pralines. **Part 3:** Creating Chocolate Showpieces. 10. Chocolate Bases and Tubes. 11. Chocolate Décor. 12. Modeling Chocolate. 13. Chocolate Flowers. 14. Painting, Piping, and Assembling Three-Dimensional Figures. 15. Creating a Competition Piece.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank

SUGARWORK



The Art of the Confectioner: Sugarwork and Pastillage

Ewald Notter

400 pp. • Hardcover

From working with shapes and color and choosing a focus point to developing a sculpture based on a particular theme, Notter provides insights into all the tricks of the trade. Throughout the book, techniques are explained with simple, step-by-step instructions and illustrated with clear how-to photos, while stunning showpiece beauty shots provide inspiration.

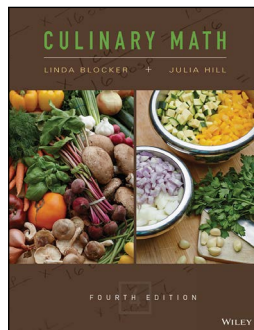
CONTENTS

1. Introduction. 2. Pastillage. 3. Sugar Casting. 4. Sugar Pulling. 5. Sugar Blowing. 6. New Trends. 7. Competition.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank

CULINARY MATH



NEW!

Culinary Math, 4th Edition

Linda Blocker

Julia Hill

272 pp. • Softcover

Available with: WileyPLUS Learning Space

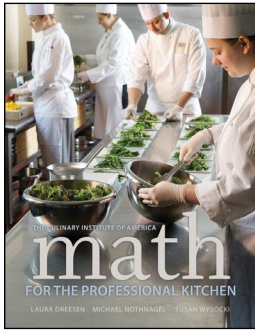
Math skills are an essential part of the day-to-day job functions of the professional chef. **Culinary Math** is designed to teach the culinary student or professional all the tools necessary to manage daily restaurant operations with maximum efficiency and profitability. Well-organized and easy-to-use, it presents proven step-by-step methods for understanding food service math concepts and their practical applications in the kitchen.

CONTENTS

1. Math Basics. 2. Customary Units of Measure. 3. Metric Measures. 4. Basic Conversion of Units of Measure within Volume or Weight. 5. Converting Weight and Volume Mixed Measures. 6. Advanced Conversions between Weight and Volume. 7. Yield Percent. 8. Applying Yield Percent. 9. Finding Cost. 10. Edible Portion Cost. 11. Recipe Costing. 12. Yield Percent: When to Ignore It. 13. Beverage Costing. 14. Receipt Size Conversion. 15. Kitchen Ratios.

SUPPLEMENTS

Instructor's Manual • WileyPLUS Learning Space
• Test Bank and Answer Key • Lecture Power-Points • Excel Food Costing Form



Math for the Professional Kitchen

Laura Dreesen
Michael Nothnagel
Susan Wysocki

The Culinary Institute of America
 320 pp. • Softcover

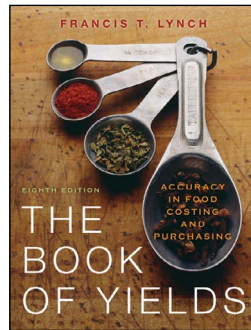
Math for the Professional Kitchen explains all the essential mathematical skills needed to run a successful, profitable operation. From scaling recipes and converting units of measure to costing ingredients and setting menu prices, this book provides a thorough understanding of the crucial math concepts used in the restaurant and foodservice industry.

CONTENTS

1. Units of Measure and Unit Conversions. 2. Recipe Scaling. 3. Yield Percent. 4. Purchasing and Portioning. 5. Recipe Costing. 6. Kitchen Ratios.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank



The Book of Yields: Accuracy in Food Costing and Purchasing, 8th Edition

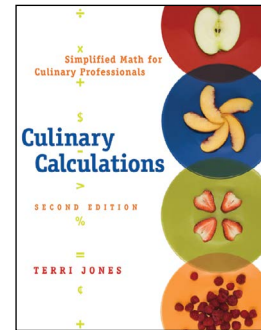
Francis T. Lynch
 336 pp. • Softcover

CONTENTS

Part I. 1. Dry Herbs and Spices and Fresh Herbs. 2. Produce. 3. Starchy Food. 4. Baking Items. 5. Fats, Oils, and Condiments. 6. Liquids. 7. Dairy. 8. Beverages. 9. Meats. 10. Seafood. 11. Poultry. 12. The Proper Use of Cans, Scoops, Hotel Pans, and Sheet Trays in Costing. 13. Measurement Conversion. 14. Simple Formulas. 15. Standard Portion Sizes. **Part II.** 16. The Workbook. 17. Price Lists. 18. Costing Worksheet. 19. Guide to Using the Costing Worksheets. 20. Purchasing Worksheet. 21. Guide to Using the Purchasing Worksheets.

SUPPLEMENTS

Instructor's Manual • CD ROM • Respondus Test Bank
 • Test Bank and Answer Key (Word) • Costing & Purchasing Exercises



Culinary Calculations: Simplified Math for Culinary Professionals, 2nd Edition

Terri Jones
 256 pp. • Softcover

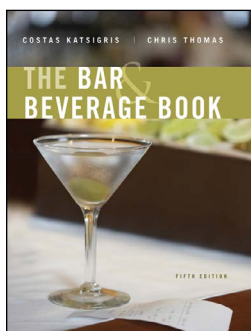
CONTENTS

Section I: Basic Mathematics for the Culinary Arts and Food Service Industry. 1. Basic Mathematics with Whole Numbers. 2. Applied Math Problems with Simple Solutions. 3. Mixed Numbers and Non-integer Quantities. 4. Basic Mathematical Operations with Mixed Numbers and Non-integer Quantities. 5. Basic Mathematics: Additional Information and Tips for Success. **Section II:** Mathematics for the Professional Kitchen. 6. Standardized Recipes. 7. Units of Measure. 8. Food Service Specific Terminology and Mathematics. **Part I:** As Purchased, Edible Portion, As Served, Yield Percent. 9. Food Service Specific Terminology and Mathematics. **Part II:** The Impact of As Purchased and Edible Portion on the Major Food Groups. 10. Food Service Specific Terminology and Mathematics. **Part III:** Recipe and Portion Costing. **Section III:** Math for the Business Side of the Food Service Industry. 11. Menu Pricing. 12. Basic Accounting for Food Service Operations also Known as The Impact of Menu Pricing on Success and Profit. 13. Labor Cost and Control Techniques. 14. Purchasing and Inventory Management. **Section IV:** Computer Applications for the Food Service Industry. 15. Computer Applications for the Food Service Industry.

SUPPLEMENT

Instructor's Manual

BEVERAGE MANAGEMENT/WINE AND SPIRITS



The Bar and Beverage Book, 5th Edition

Costas Katsigris, El Centro College

Chris Thomas

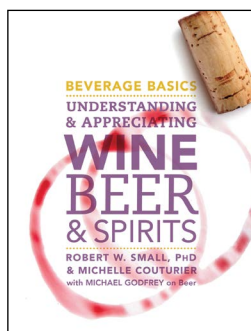
784 pp. • Hardcover

CONTENTS

1. The Beverage Industry, Yesterday and Today. 2. Responsible Alcohol Service. 3. Creating and Maintaining a Bar Business. 4. Bar Equipment. 5. The Beverages: Spirits. 6. Wine Appreciation. 7. Wine Sales and Service. 8. Beer. 9. Sanitation and Bar Setup. 10. Mixology, Part One. 11. Mixology, Part Two. 12. Employee Management. 13. Purchasing, Receiving, Storage, and Inventory. 14. Planning for Profit. 15. Managing Your Bar Business. 16. Regulations.

SUPPLEMENTS

PowerPoint Presentations • Instructor's Manual • Instructor's Manual by Chapter • Test Bank Questions & Answers • Test Bank Questions & Answers by Chapter • Learning Management Course Student Resources



Beverage Basics: Understanding and Appreciating Wine, Beer, and Spirits

Robert W. Small

Michelle Couturier

464 pp. • Hardcover

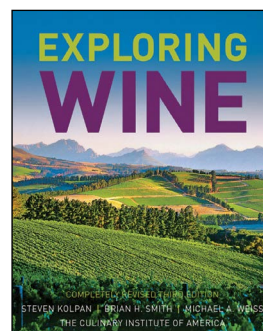
Beverage Basics covers the art and science of winemaking from the vineyard to the table. This book takes a comprehensive look at the production methods, styles, and ideal food pairings for beer and spirits.

CONTENTS

1. Introduction to Alcoholic Beverages. 2. Alcohol and the Law. 3. Healthy Drinking. 4. Viticulture: Growing Grapes. 5. Viniculture: Making Wine. 6. Sensory Evaluation of Wine. 7. Chardonnay. 8. Sauvignon Blanc. 9. Riesling. 10. Other White Vinifera Grape Varieties. 11. Cabernet Sauvignon. 12. Merlot. 13. Pinot Noir. 14. Syrah. 15. Other Red Vinifera Grape Varieties. 16. Hybrid and Native American Varieties. 17. Sparkling Wines. 18. Dessert and Fortified Wines. 19. Beer. 20. Distilled Spirits. 21. Purchasing Alcoholic Beverages.

SUPPLEMENTS

Instructor's Manual • PowerPoints • Respondus Test Bank



Exploring Wine: The Culinary Institute of America's Complete Guide to Wines of the World, 3rd Edition

Steven Kolpan, The Culinary Institute of America

Brian H. Smith

Michael A. Weiss, The Culinary Institute of America

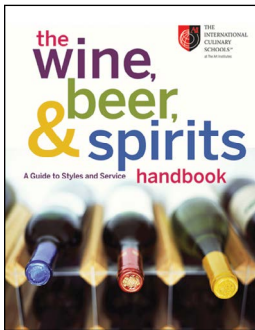
832 pp. • Hardcover

CONTENTS

Part 1: Fundamentals: Growing Grapes, Making Wine, and Tasting Wine. 1. The Right Stuff: Grape Growing and Grape Types. 2. How Wine is Made. 3. Tasting Wine. **Part 2: Wines of the New World.** 4. United States: California. 5. Beyond California: Wines of North America. 6. The Southern Hemisphere. **Part 3: Wines of the Old World.** 7. France. 8. Italy. 9. Spain. 10. Portugal. 11. Germany, Austria, and Switzerland. 12. Wines of Eastern Europe. 13. The Eastern Mediterranean and Asia. **Part 4: Wine, Food, and Health.** 14. Wine and Food. 15. Wine and Health. **Part 5: Wine Service and Storage.** 16. Wine Service. 17. Purchasing and Storage. 18. Wine Lists.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank



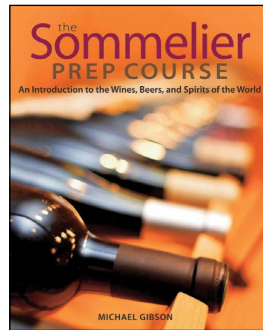
The Wine, Beer, & Spirits Handbook: A Guide to Styles and Service

The International Culinary SchoolsSM at The Art Institutes
528 pp. • Hardcover

Part One: Introduction to Wine. 1. What Makes Wines Taste Different? 2. How Wine Is Made. 3. The Science of Wine Tasting. 4. Wine Storage and Service. 5. Food and Wine Pairing. 6. The Health Aspects of Alcohol. **Part Two:** Wines from International Grapes. 7. Chardonnay. 8. Pinot Noir. 9. Cabernet Sauvignon. 10. Merlot. 11. Sauvignon Blanc. 12. Riesling. 13. Syrah/Shiraz. 14. Grenache/Garnacha. **Part Three:** Wines from White Grapes. 15. The Aromatics. 16. Light and Crisp White Wines. 17. Fat and Full. **Part Four:** Wines from Black Grapes. 18. Light and Fresh. 19. Soft and Juicy. 20. Full and Tannic. 21. Rich and Spicy. **Part Five:** Sparkling and Fortified Wines. 22. Sparkling Wines and How They are Made. 23. Fortified Wines. 24. Sparkling and Fortified Wine Service. **Part Six:** Beer, Spirits, and Liqueurs. 25. Beer. 26. How Spirits and Liqueurs are Made. 27. Fruit-Based Spirits. 28. Grain-Based Spirits. 29. Vegetable-Based Spirits. **Part Seven:** The Role of the Sommelier. 30. In the Dining Room. 31. Wine List Creation and Menu Matching. 32. Cellar Management and Product Research. 33. Understanding Wine Faults.

SUPPLEMENTS

Instructor's Manual • PowerPoints



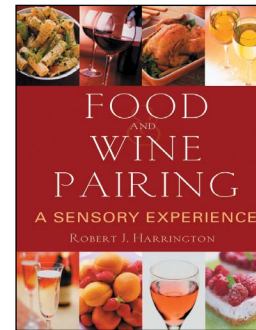
The Sommelier Prep Course: An Introduction to the Wines, Beers, and Spirits of the World

Michael Gibson, Scottsdale Culinary Institute
464 pp. • Softcover

1. Wine Basics. 2. A Short History of Wine. 3. Viticulture. 4. Viniculture. 5. Important Grape Varieties. 6. Food & Wine Pairing. 7. Wine Tasting and Sensory Analysis. 8. Applying Wine Analysis. 9. The Wines of France. 10. The Wines of Italy. 11. The Wines of Spain. 12. The Wines of Germany. 13. The Wines of Portugal. 14. The Wines of Austria, Hungary, Greece, and Other European Regions. 15. The Old World and the New World of Wine. 16. The Wines of the United States. 17. The Wines of Australia. 18. The Wines of New Zealand. 19. The Wines of South Africa. 20. The Wines of Chile. 21. The Wines of Argentina. 22. Emerging Wine Regions of the World. 23. Beer: Importance, Ingredients, and the Brewing Process. 24. Ales, Lagers, and Beer Styles. 25. Sake, Mead, and Cider. 26. Distillation and Spirit Production. 27. Important Styles of Spirits. 28. Beverage Service and Storage. 29. Beverage Sales and Wine Lists.

SUPPLEMENTS

Instructor's Manual • PowerPoints • Respondus Test Bank



Food and Wine Pairing: A Sensory Experience

Robert J. Harrington, University of Arkansas
336 pp. • Softcover

CONTENTS

Part A: Mastering the Art and Science of Food and Wine Pairing. 1. The Wine and Food Pyramid: A Hierarchy of Taste. 2. Taste Basics and the Basics of Wine Evaluation. 3. Gastronomic Identity: The Effect of the Environment and Culture on Prevailing Components, Texture, and Flavors in Wine and Food. 4. Gastronomic Identity II: Food and Cuisine: The Effect of The Environment and Culture on Gastronomy, Wine and Food Marriages, and Tourism. **Part B:** The Foundation: Wine and Food Taste Components. 5. The Impact of Sweetness and Acidity Levels In Wine and Food. 6. Salt, Bitterness, and Bubbles. **Part C:** Wine and Food Texture Characteristics. 7. Wine Texture Characteristics: Tannin, Oak, and Body. 8. Food Texture Characteristics: Fattiness, Cooking Methods, Protein, and Body. **Part D:** Flavors: Architectural Elements in the Wine and Food Pairing Process. 9. The Impact of Spice. 10. Flavor Intensity and Flavor Persistency. **Part E:** The Whole Enchilada: Putting It All Together. 11. Menu Planning: Horizontal and Vertical Pairing Decisions. 12. Wine and Cheese: A Natural Affinity? 13. The Grand Finale: Dessert and Dessert Wines. 14. The Customer Experience: Product, Service, and Training Issues.

SUPPLEMENT

Instructor's Manual

MEAT AND SEAFOOD FABRICATION



The Art of Beef Cutting: A Meat Professional's Guide to Butchering and Merchandising

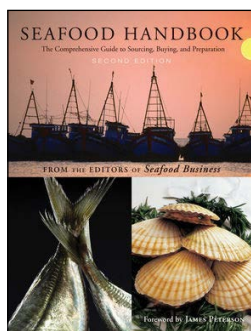
Kari Underly
240 pp. • Hardcover

Written by Kari Underly, a leading expert in meat education, this comprehensive guide covers all the fundamentals of butchery and includes helpful full-color photos of every cut, information on international beef cuts and cooking styles, tips on merchandising and cutting for profit, and expert advice on the best beef-cutting tools.

Includes charts of NAMP/IMPS numbers, URMIS UPC codes, Latin muscle names, and cooking tips for each cut for easy reference.

CONTENTS

1. Beef Basics: Facts and Fundamentals.
2. Understanding Your Tools.
3. Mastering Cutting Techniques.
4. Beef Cutting: Basics and Beyond.
5. Exploring Ground Beef.
6. Cutting for Profit.
7. Flavor Overview, Cooking Tips and Safe Handling.
8. Injury Prevention Strategies.



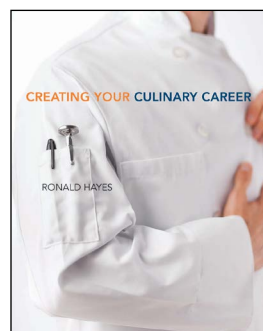
Seafood Handbook: The Comprehensive Guide to Sourcing, Buying, and Preparation, 2nd Edition

The Editors of SeaFood Business
288 pp. • Softcover

CONTENTS

1. Health.
2. Sustainability.
3. Aquaculture.
4. Harvesting.
5. Distribution.
6. Product Forms.
7. Preparation.
8. Safety.
9. Quality Guide.
10. Finfish.
11. Shellfish.

CULINARY CAREERS AND CAREER DEVELOPMENT



Creating Your Culinary Career

Ronald Hayes, The Culinary Institute of America
288 pp. • Softcover

Creating Your Culinary Career is a book that provides practical advice on how to achieve success in any culinary field from traditional restaurants, banquet facilities, and contract foodservice operations to bakeshop establishments, research and development, and food communications. **Creating Your Culinary Career** offers advice to culinarians at all stages, including those in the middle of their careers, and experienced professionals with advice on how to network and how to mentor.

CONTENTS

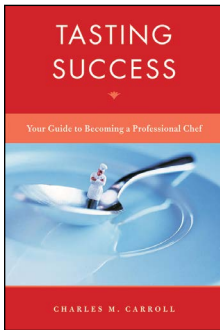
1. A Culinary Career.
2. Goal-Setting for Your Culinary Career.
3. Résumés, Cover Letters, and Job Applications.
4. Landing a Job: Interviewing and Negotiating.
5. The Novice Culinarian: Education and Experience.
6. The Journeyman.
7. The Master Culinarian.
- Appendix I: Salaries in the Culinary Industry.
- Appendix II: Job Outlook and Salaries for Specific Jobs and Careers in the Culinary Arts.
- Appendix III: Questions in the Interview.
- Appendix IV: Web Sites and Other Resources.

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints • Test Bank and Answer Key (Word) • Web Resources • Respondus Test Bank • Additional Resources • Image Gallery • Appendices

For only \$15, you can include this book with the Wiley Culinary text of your choice.

CULINARY CAREERS AND CAREER DEVELOPMENT



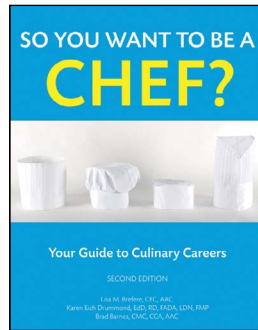
Tasting Success: Your Guide to Becoming a Professional Chef

Charles M. Carroll, River Oaks Country Club, Houston, TX
160 pp. • Hardcover

Package with any book for \$15!

CONTENTS

1. Stickability. 2. Focusing on Your First Year at School. 3. Work Ethic and Habits. 4. Time Management. 5. Choosing Your Externship. 6. Your Culinary Investment. 7. Completing Your Degree. 8. The Real World. 9. Achieving Success.



So You Want to Be a Chef? Your Guide to Culinary Careers, 2nd Edition

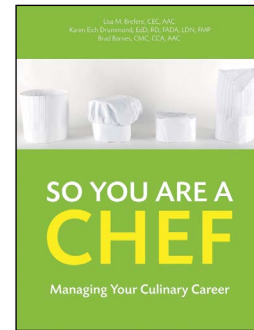
Lisa M. Brefere
Karen Eich Drummond
Brad Barnes, The Culinary Institute of America
304 pp. • Softcover

CONTENTS

Part 1. Feeding Frenzy. 1. Culinary Careers in Restaurants. 2. Culinary Careers in Hotels. 3. Culinary Careers in Clubs. 4. Culinary Careers in Catering. 5. Culinary Careers in Supermarkets. 6. Culinary Careers in Cruise Lines. **Part 2.** Introduction to Feeding the Masses. 7. Culinary Careers in Business and Industry. 8. Culinary Careers in Universities and Schools. 9. Additional Careers in On-Site Foodservice. **Part 3.** Introduction to Home On and Off the Range. 10. Culinary Careers in Research and Development. 11. Culinary Careers in Education. 12. Additional Culinary Careers.

SUPPLEMENTS

Instructor's Manual • Test Bank • PowerPoints



So You Are a Chef: Managing Your Culinary Career

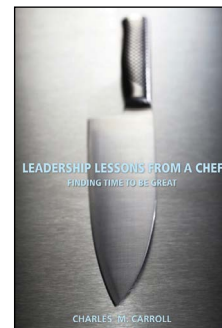
Lisa M. Brefere
Karen Eich Drummond
Brad Barnes, The Culinary Institute of America
160 pp. • Softcover

CONTENTS

1. Write Your Résumé. 2. Put Together a Job Search Portfolio. 3. Beyond the Want Ads: How to Locate and Contact Prospective Employers. 4. Three-Step Interviewing. 5. Advancing Your Career.

SUPPLEMENTS

Instructor's Manual • Test Bank • PowerPoints

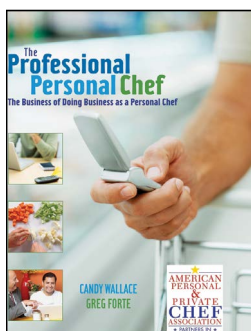


Leadership Lessons From a Chef: Finding Time to Be Great

Charles M. Carroll, River Oaks Country Club, Houston, TX
192 pp. • Softcover

CONTENTS

1. What Makes You Tick? 2. Testing the Kitchen Atmosphere. 3. How Is Your Attitude? 4. Build Your Leadership Team First. 5. What Is Your Mission? 6. The Principles That Guide Us. 7. Program Survival: Living It! 8. Educational Environment. 9. Fostering Success. 10. How to Get People to Want to Work for You. 11. Hire Right the First Time. 12. Incentive Programs. 13. Discipline and Competition. 14. Did You Listen Well the First Time? 15. Forms to Help You. 16. Why Do It?



The Professional Personal Chef: The Business of Doing Business as a Personal Chef

Candy Wallace

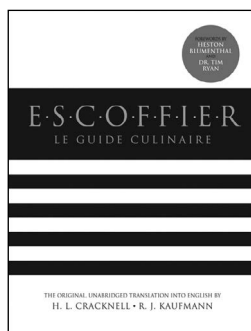
Greg Forte, Le Cordon Blue, Orlando
224 pp. • Hardcover

CONTENTS

1. The Evolution of the Personal Chef. 2. Forms of Ownership. 3. Operating Legally. 4. The Business Plan. 5. The Big Three. 6. Finances. 7. Identifying Your Market. 8. Sales & Service Process. 9. Marketing. 10. Customer Service. 11. A Day in the Life of a Personal Chef. 12. Revenue Streams.

SUPPLEMENT

Instructor's Manual



Escoffier: Le Guide Culinaire, Revised

H.L. Cracknell

R. J. Kaufmann

Georges Auguste Escoffier

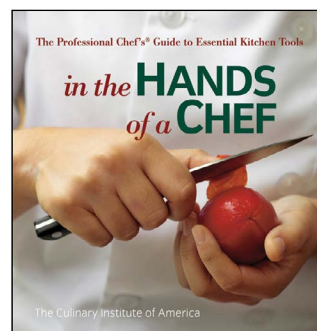
646 pp. • Hardcover

Translated from the 1921 Fourth Edition, this revision includes all-new forewords by Heston Blumenthal, chef-owner of the Michelin three-star-rated Fat Duck restaurant, and Tim Ryan, President of The Culinary Institute of America, along with Escoffier's original Forewords, a memoir of the great chef by his grandson Pierre, and more than 5,000 narrative recipes for all the staples of French cuisine.

The only unabridged English translation of Escoffier's original text, in a sleek, modern design.

CONTENTS

1. Sauces. 2. Garnishes. 3. Soups. 4. Hors D'Oeuvres. 5. Eggs. 6. Fish. 7. Relevés and Entrées of Butchers Meat. 8. Relevés and Entrées of Poultry. 9. Relevés and Entrées of Game. 10. Composite Entrées. 11. Cold Preparations. 12. Roasts. 13. Vegetables and Farinaceous Products. 14. Sweets, Puddings and Desserts. 15. Ices. 16. Savouries. 17. Poached Fruits, Jams and Drinks.



In the Hands of a Chef: The Professional Chef's Guide to Essential Kitchen Tools

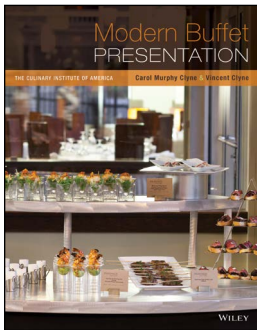
The Culinary Institute of America

176 pp. • Softcover

CONTENTS

1. Knives and Cutting Tools. 2. Knife Skills. 3. Cutting Techniques for Vegetables and Fruits. 4. Cutting Techniques for Meat and Poultry. 5. Cutting Techniques for Fish and Shellfish. 6. Hand Tools for Measuring, Mixing, and Baking.

CATERING AND BUFFETS



Modern Buffet Presentation

Vincent Clyne

Carol Murphy Clyne

The Culinary Institute of America

368 pp. • Hardcover

Modern Buffet Presentation—written by a husband-and-wife team of restaurateurs and expert caterers with more than 50 years of combined experience in professional cooking, catering, and teaching—is the most comprehensive title on this topic. It successfully focuses on the art of buffet and banquet entertaining with tantalizing, on-trend recipes; guidance on plating, garnishing, and arranging; and design concepts and visual appeal.

Practical concerns—from setting price points, selecting proper equipment, and training staff, to communicating with clients, marketing, ensuring food safety, and organizing, are thoroughly covered and help contribute to the bottom line of your business. Guides to menu planning, action stations, and creation stations help professionals and students navigate the many options when serving large numbers creatively and effectively.

CONTENTS

1. Mise en Place. 2. Designing the Buffet. 3. Buffet Stations: Equipment, Service, and Setup. 4. Executing the Buffet. 5. Appetizers and Hors d'oeuvres. 6. Soups, Salads, and Vegetables. 7. Pasta, Polenta, Rice, and Potato. 8. Meat, Poultry, and Fish. 9. Bread, Brunch, and Dessert. 10. Sauces, Salsas, Relishes, and Vinaigrettes.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank • Image Gallery



Catering Management, 4th Edition

Nancy Loman Scanlon, Ph.D.

272 pp. • Hardcover

An essential, up-to-date guide for catering students and professionals, **Catering Management, Fourth Edition** covers all aspects of the business, including operations, sales, marketing, food and beverage service, menu planning and design, pricing, equipment, staff training, and more.

CONTENTS

1. Historical Banqueting. 2. Styles of Catering Operations. 3. Catering Food Service Development. 4. Catering Sales and Marketing and Computer Software Support. 5. Catering Menu Program. 6. Food and Beverage Operational Controls. 7. Catering Menu Pricing and Controls. 8. Catering Menu Design. 9. Catering Beverage Management. 10. Quality Service and Standards Training. 11. Managing Catering Equipment.

SUPPLEMENTS

Lecture PowerPoints • Instructor's Manual • Test Bank and Answer Key (Word) • Respondus Test Bank



Off-Premise Catering Management, 3rd Edition

Chris Thomas

Bill Hansen

560 pp. • Hardcover

For nearly two decades, **Off-Premise Catering Management** has been the trusted resource professional and aspiring caterers turn to for guidance on setting up and managing a successful off-premise catering business. This comprehensive reference covers every aspect of the caterer's job, from menu planning, pricing, food and beverage service, equipment, and packing, delivery, and set-up logistics, to legal considerations, financial management, human resources, marketing, sanitation and safety, and more.

CONTENTS

1. Introduction to Off-Premise Catering Management. 2. Getting Started: Laws, Locations, and Contracts. 3. Menu Planning. 4. Beverage Service. 5. Catering Equipment. 6. Logistics for Off-Premise Catering. 7. Human Resources. 8. The Show. 9. Marketing. 10. Pricing Off-Premise Catered Events. 11. Purchasing, Receiving, and Storing Foods. 12. Sanitation and Safety. 13. Accessory Services and Special Themes. 14. Budgeting, Accounting, and Financial Management.

SUPPLEMENTS

Instructor's Manual • Test Bank and Answer Key (Word) • Web Resources • Respondus Test Bank • PowerPoints

CATERING AND BUFFETS



Modern Buffets: Blueprint for Success

Edward G. Leonard, CMC,
Le Cordon Bleu, North America
224 pp. • Hardcover

CONTENTS

1. Evolution and Methodology of Buffets. 2. Sensational Breakfast. 3. Lunches for All Occasions. 4. Composition of Flavorful Salads with Impact. 5. Dinners with Flair. 6. Elegant Finger Foods. 7. From the Glass. 8. Small Plates, Big Flavors. 9. The Art & Taste of Pastry. 10. Old Buffet Favorites Made Elegant. 11. The Dine Around Concepts to Reality. 12. Working the Canvas. 13. Menu Concepts & Accentuating Ideas. 14. Where to Buy What You See. 15. From the Chef's Pantry—Recipes to Inspire and Build Upon.

SUPPLEMENTS

Instructor's Manual • Test Bank • Additional Online Recipes



A Meeting Planner's Guide to Catered Events

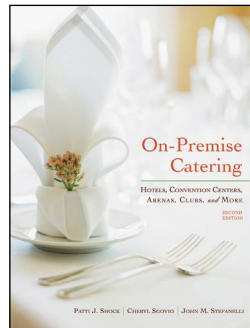
Patti J. Shock, University of Nevada, Las Vegas
John M. Stefanelli, University of Nevada,
Las Vegas
324 pp. • Hardcover

CONTENTS

1. The World of Catering. 2. Meal Functions. 3. Beverage Functions. 4. On-Premise and Off-Premise Catering. 5. Room Setups. 6. Staffing the Events. 7. Low-Cost Events. 8. Deep-Market Events. 9. Using Outside Suppliers. 10. Contracts and Negotiations.

SUPPLEMENTS

PowerPoints • Glossary • Chapter Outlines



On-Premise Catering: Hotels, Convention Centers, Arenas, Clubs, and More, 2nd Edition

Patti J. Shock
Cheryl Sgovio
John M. Stefanelli
496 pp. • Hardcover

This updated Second Edition covers new trends like online and social media marketing, as well as modern décor, effective menu writing, and catering in stadiums, casinos, and other large venues.

CONTENTS

1. Overview of On-Premise Catering. 2. Sales and Marketing. 3. Theme Parties, Weddings, Outdoor Parties, and Special Events. 4. Meal Functions. 5. Beverage Functions. 6. Function Room Selection and Setup. 7. Production and Service Planning. 8. Intermediaries and Suppliers. 9. Staffing. 10. Financial Controls and Reports. 11. Working with Other Departments.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank



Catering: A Guide to Managing a Successful Business Operation, 2nd Edition

Bruce Mattel, The Culinary Institute
of America
368 pp. • Hardcover

From launching the business, establishing pricing, setting up a kitchen, staffing, and marketing to planning events, organizing service, preparing food, managing the dining room and beverages, and developing menus, **Catering: A Guide to Managing a Successful Business Operation, Second Edition**, provides detailed guidance on every aspect of the catering business. This Second Edition is thoroughly revised and updated to include information on catering for dietary restrictions and food allergies, contemporary techniques such as sous-vide technology, and plating and presentation. Included is a new chapter of practical mainstream and on-trend recipes and sample menus for a variety of catered events from brunches to black-tie affairs.

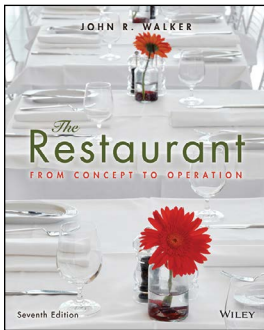
CONTENTS

1. Introduction to Catering. 2. Starting Your Catering Business. 3. Pricing for Profit. 4. Setting Up the Catering Kitchen. 5. Staffing. 6. Marketing. 7. Event Planning. 8. How Can We Serve You? 9. Food Preparation and Service. 10. Dining Room and Beverage Management. 11. Sample Menus and Service. 12. Recipes for Catering.

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints • Respondus Test Bank • Test Bank and Answer Key (Word)

RESTAURANT AND FOOD SERVICE MANAGEMENT



The Restaurant: From Concept to Operation, 7th Edition

John R. Walker

512 pages • Hardcover

Opening a restaurant is a distinct challenge. Developing the menu, creating a new dish, designing the décor, attending to the level of service, and establishing an ambience—all of these factors contribute to exceeding guest expectations and running a successful business in this highly competitive and rewarding industry.

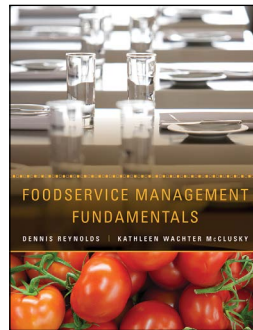
Written in a clear, engaging, and conversational style, this book features comprehensive, applications-based coverage of all aspects of developing, opening, and running a restaurant—from staffing, legal and regulatory concerns, cost control, and general financing to marketing and promotion, equipment and design, the menu, sanitation, and concept.

CONTENTS

Part One: Restaurants, Owners, Locations, and Concepts: 1. Introduction. 2. Restaurants and Their Owners. 3. Concept, Location, and Design. **Part Two:** Menus, Kitchens, and Purchasing: 4. The Menu. 5. Planning and Equipping the Kitchen. 6. Food Purchasing. **Part Three:** Restaurant Operations. 7. Bar and Beverages. 8. Operations, Budgeting, and Control. 9. Food Production and Sanitation. **Part Four:** Restaurant Management. 10. Restaurant Leadership and Management. 11. Organization, Recruiting, and Staffing. 12. Training, Service, and Guest Relations. 13. Technology in the Restaurant Industry. **Part Five:** Business Plans, Financing, and Legal Matters. 14. Restaurant Business and Marketing Plans. 15. Financing and Leasing.

SUPPLEMENTS

Online Instructor's Manual • Test Bank • PowerPoint Slides • Student Study Guide • Wiley Hospitality Video Series and Discussion Guide



Foodservice Management Fundamentals

Dennis Reynolds, Washington State University

Kathleen Wachter McClusky

592 pp. • Hardcover

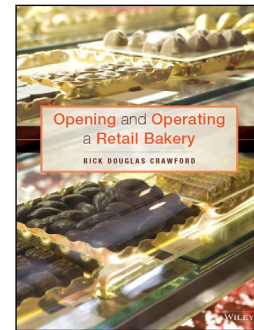
Foodservice Management Fundamentals delivers critical information to help students learn how to position, manage, and leverage a successful foodservice operation. The compilation of management practices, tools, and techniques illustrate essential approaches to all segments of the foodservice industry.

CONTENTS

Part I: The Foodservice Industry. 1. The Foodservice Industry. 2. The Foodservice Business. **Part II:** The Menu. 3. Menu Planning and Development. 4. Recipe Standardization, Costing, and Analysis. 5. Menu Pricing. **Part III:** The Foodservice Operation. 6. Facilities Planning, Design, and Equipment. 7. Food Sanitation and Safety. 8. Supply Chain Management. 9. Food Management. **Part IV:** General Management. 10. Financial Management. 11. Customer Service. 12. Marketing. 13. Human Resource Management. 14. Leadership and Management. **Part V:** Advanced Management. 15. Internal Control. 16. Operational Analyses. 17. Beverage Management. 18. The Future of the Foodservice Industry.

SUPPLEMENTS

Instructor's Manual • Test Bank and Answer Key (Word) • Study Guide Solutions • Respondus Test Bank • Video Series • Video Discussion Guide • Lecture PowerPoints



Opening and Operating a Retail Bakery

Rick Douglas Crawford, CMB

320 pp. • Softcover

For anyone dreaming of launching a successful baking enterprise, the steps needed to transform that dream into reality are critical. **Opening and Operating a Retail Bakery**, written by industry veteran and Certified Master Baker Rick Crawford, offers readers 37 years of experience.

The tools, advice, coaching, and best practices revealed in this book are currently employed in more than 85 companies and 500-plus retail locations, making **Opening and Operating a Retail Bakery** a must-have resource for anyone with the hunger, drive, and entrepreneurial spirit to profitably own and manage a bakeshop.

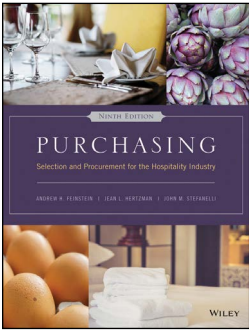
CONTENTS

Part 1: Planning and Key Decisions. 1. Early Steps and Key Decisions. 2. Lining Up Your Experts. 3. Operating Plans and Resources. 4. Product Mix, Equipment, and Design. 5. Basic Starting Systems. **Part 2:** Store Rules, Labor, and Progressive Discipline. 6. Staffing and Labor Management. 7. Rules and Training. **Part 3:** Operations. 8. Marketing and Promotion. 9. Sourcing Ingredients and Costing. 10. Production Skills and Costs. 11. What is Bakery Merchandising? **Part 4:** Operations Systems and Growth. 12. Pre-Opening, Opening, and Post-Opening. 13. The Bakery Sales Cycle and Day Parts. 14. Promotions: Set Up to Execution. 15. Check-Up, Growth, and Rescue.

SUPPLEMENTS

Video Series • Instructor's Manual • Test Bank and Answer Key (Word) • Lecture PowerPoints • Additional Resources • Discussion Guide • Image Gallery • Respondus Test Bank • Video Discussion Guide

PURCHASING



NEW!

Purchasing: Selection and Procurement for the Hospitality Industry, 9th Edition

Andrew Hale Feinstein, San Jose State University

Jean Hertzman

John M. Stefanelli, University of Nevada, Las Vegas
640 pp. • Hardcover

Available with: WileyPLUS Learning Space

Purchasing: Selection and Procurement for the Hospitality Industry, Ninth Edition is written for those who will be involved with some phase of purchasing throughout their hospitality careers. This new edition includes several pedagogical enhancements that help the reader quickly acquire and retain important information. **Purchasing** covers product information as well as management of the purchasing function, and how this relates to a successful operation. It also acts as a comprehensive reference guide to the selection and procurement functions within the hospitality industry.

CONTENTS

1. The Concepts of Selection and Procurement.
2. Technology Applications in Purchasing.
3. Distribution Systems.
4. Forces Affecting the Distribution System.
5. An Overview of the Purchasing Function.
6. The Organization, Administration, and Evaluation of Purchasing.
7. The Purchase Specification: An Overall View.
8. The Optimal Amount.
9. Determining Optimal Purchase Prices and Payment Policies.
10. The Optimal Supplier.
11. Typical Ordering Procedures.
12. Typical Receiving Procedures.
13. Typical Storage Management Procedures.
14. Security in the Purchasing Function.
15. Fresh Produce.
16. Processed Produce and Other Grocery Items.
17. Dairy Products.
18. Eggs.
19. Poultry.
20. Fish.
21. Meat.
22. Beverages.
23. Nonfood Expense Items.
24. Services.
25. Furniture, Fixtures, and Equipment.

SUPPLEMENTS

Instructor's Manual • WileyPLUS Learning Space
• Respondus Test Bank • Student Study Guide • PowerPoint Slides



Purchasing for Chefs: A Concise Guide, 2nd Edition

Andrew Hale Feinstein, San Jose State University

John M. Stefanelli, University of Nevada, Las Vegas

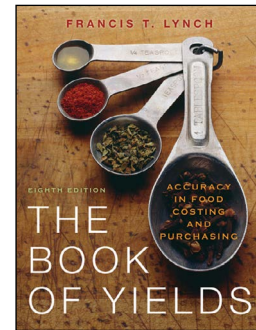
208 pp. • Softcover

CONTENTS

1. Menu Planning.
2. Product Quality.
3. Food Vendors.
4. Purchase Orders.
5. Purchase Prices.
6. Ordering Process.
7. Inventory Control.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank



The Book of Yields: Accuracy in Food Costing and Purchasing, 8th Edition

Francis T. Lynch

336 pp. • Softcover

Also Available: Interactive CD-ROM Software

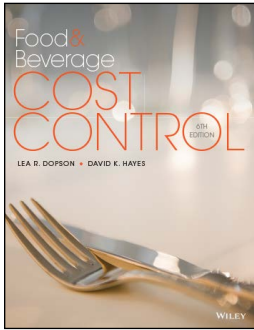
CONTENTS

Part I. 1. Dry Herbs and Spices and Fresh Herbs. 2. Produce. 3. Starchy Food. 4. Baking Items. 5. Fats, Oils, and Condiments. 6. Liquids. 7. Dairy. 8. Beverages. 9. Meats. 10. Seafood. 11. Poultry. 12. The Proper Use of Cans, Scoops, Hotel Pans, and Sheet Trays in Costing. 13. Measurement Conversion. 14. Simple Formulas. 15. Standard Portion Sizes. **Part II.** 16. The Workbook. 17. Price Lists. 18. Costing Worksheet. 19. Guide to Using the Costing Worksheets. 20. Purchasing Worksheet. 21. Guide to Using the Purchasing Worksheets.

SUPPLEMENTS

Instructor's Manual • Respondus Test Bank

COST CONTROL



Food and Beverage Cost Control, 6th Edition

Lea R. Dopson, California State Polytechnic University, Pomona
David K. Hayes
528 pp. • Hardcover

Available with: WileyPLUS Learning Space

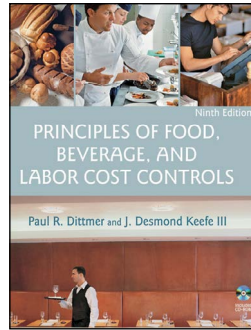
In order for foodservice managers to control costs effectively, they must have a firm grasp of accounting, marketing, and legal issues, as well as an understanding of food and beverage sanitation, production, and service methods. This fully updated Sixth Edition of **Food and Beverage Cost Control** provides students and managers with a wealth of comprehensive resources and the specific tools they need to keep costs low and profit margins high.

CONTENTS

1. Managing Revenue and Expense. 2. Creating Sales Forecasts. 3. Purchasing and Receiving. 4. Managing Inventory and Production. 5. Monitoring Food and Beverage Product Costs. 6. Managing Food and Beverage Pricing. 7. Managing the Cost of Labor. 8. Controlling Other Expenses. 9. Analyzing Results Using the Income Statement. 10. Planning for Profit. 11. Maintaining and Improving the Revenue Control System. Glossary

SUPPLEMENTS

Instructor's Manual • Lecture Outlines • Lecture PowerPoints • Management Control Forms • Respondus Test Bank • Test Bank and Answer Key (Word) • Test Your Skills Excel Exercises • Study Guide and Study Guide and Book Set



Principles of Food, Beverage, and Labor Cost Controls, 9th Edition

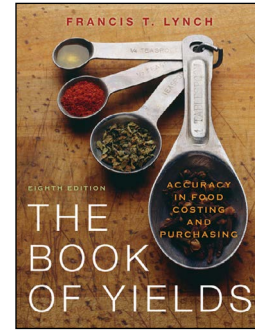
Paul R. Dittmer, New Hampshire College
J. Desmond Keefe III, Southern New Hampshire University
648 pp. • Hardcover

CONTENTS

Part I: Introduction to Food, Beverage, and Labor Controls. 1. Cost and Sales Concepts. 2. The Control Process. 3. Cost/Volume/Profit Relationships. **Part II:** Food Control. 4. Food Purchasing and Receiving Control. 5. Food Storing and Issuing Control. 6. Food Production Control I: Portions. 7. Food Production Control II: Quantities. 8. Monitoring Foodservice Operations I: Monthly Inventory and Monthly Food Cost. 9. Monitoring Foodservice Operations II: Daily Food Cost. 10. Monitoring Foodservice Operations III: Actual versus Standard Food Costs. 11. Menu Engineering and Analysis. 12. Controlling Food Sales. **Part III:** Beverage Control. 13. Beverage Purchasing Control. 14. Beverage Receiving, Storing, and Issuing Control. 15. Beverage Production Control. 16. Monitoring Beverage Operations. 17. Beverage Sales Control. **Part IV:** Labor Control. 18. Labor Cost Considerations. 19. Establishing Performance Standards. 20. Training Staff. 21. Monitoring Performance and Taking Corrective Action.

SUPPLEMENTS

Instructor's Manual • Study Guide • Book and Study Guide Set • Excel Exercises • Lecture PowerPoints • Test Bank and Answer Key (Word) • Respondus Test Bank



The Book of Yields: Accuracy in Food Costing and Purchasing, 8th Edition

Francis T. Lynch
336 pp. • Softcover

Also Available: Interactive CD-ROM Software

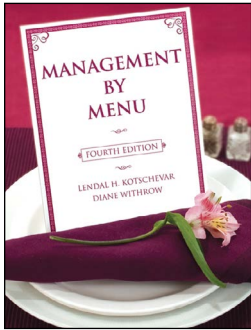
CONTENTS

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SUPPLEMENTS

Instructor's Manual • Respondus Test Bank

MENU DESIGN AND PLANNING



Management by Menu, 4th Edition

Lendal H. Kotschevar
Diane Withrow, Cape Fear Community College
432 pp. • Softcover

CONTENTS

1. A Look Back at the Foodservice Industry. 2. Profile of the Modern Foodservice Industry. 3. Planning a Menu. 4. Considerations and Limits in Menu Planning. 5. Cost Controls in Menu Planning. 6. Menu Pricing. 7. Menu Mechanics. 8. Menu Analysis. 9. The Beverage Menu. 10. Producing the Menu. 11. Service and the Menu. 12. The Menu and the Financial Plan. 13. Ethical Leadership in Restaurant Management.

SUPPLEMENTS

Instructor's Manual • Study Guide • Book and Study Guide Set



Fundamentals of Menu Planning, 3rd Edition

Paul J. McVety, Johnson & Wales University
Bradley J. Ware, Johnson & Wales University
Claudette Lévesque Ware, Johnson & Wales University
272 pp. • Softcover

CONTENTS

1. New Trends in the Foodservice Industry. 2. Market Survey. 3. Nutrition and Menu Planning. 4. Foodservice Menus. 5. The Yield Test. 6. Standard Recipes. 7. Recipe Costing. 8. Characteristics of a Menu. 9. Sales History. 10. Merchandising the Menu. 11. Foodservice Equipment Analysis.

SUPPLEMENT

Instructor's Manual

DINING ROOM AND BANQUET SERVICES



Remarkable Service, 3rd Edition

The Culinary Institute of America
320 pp. • Softcover

A professional, highly trained staff offers a competitive advantage for all foodservice operations, from practical service skills (i.e., setting the table, serving the food, and presenting the check) to less tangible service skills (i.e., creating a welcoming space, exhibiting a helpful attitude, and anticipating customer needs). This revised edition has been thoroughly reorganized and updated with all-new photographs and includes new "Scripts for Service Scenarios" throughout to help servers practice real-world scenarios.

CONTENTS

1. The Principles of Remarkable Service. 2. Styles of Service. 3. A Clean and Safe Dining Room. 4. Preparing and Maintaining the Dining Room for Remarkable Service. 5. Reservations and Waiting Lists. 6. Serving Guests. 7. Beverage Service. 8. Wine Service. 9. Banquet Service in the Restaurant. 10. Remarkable Service Interactions.

SUPPLEMENTS

Lecture PowerPoints • Image Gallery • Instructor's Manual • Test Bank and Answer Key (Word) • Respondus Test Bank • Video Series (on Instructor's Companion Site only) • Video Discussion Guide



Remarkable Banquet Service

Ezra Eichelberger, The Culinary Institute of America
320 pp. • Softcover

Remarkable Banquet Service provides straightforward advice on all aspects of successful banquet services, an important market for today's professional. With the catering and events market expanding rapidly, quality service is an absolute necessity for success in the event planning industry. This text covers everything from food and beverage service skills, such as setting up a buffet, pouring wine, and clearing tables, to managing staff and coordinating with vendors such as florists, wedding planners, and DJs. Throughout, more than 100 photos and 40 illustrations illustrate key service points such as buffet set-up, proper plate handling, and synchronized service techniques, as well as guidelines for handling specific events including business luncheons, fund-raising events, bar and bat mitzvahs, weddings, and wine-tasting dinners.

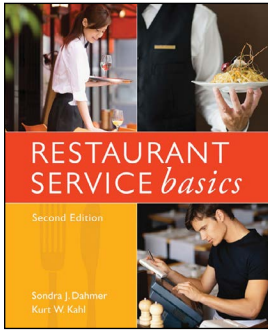
CONTENTS

1. An Introduction to Banquets. 2. Planning for Banquets: The Banquet Event Order (BEO). 3. Setting Up and Breaking Down Banquets. 4. Service Styles and Techniques for Banquet Service. 5. Service for Banquets. 6. Managing Specific Events: Weddings, Bar Mitzvahs, Awards Dinners, Receptions, and More. 7. Beverage Service for Banquets. 8. Managing Special Issues.

SUPPLEMENTS

Instructor's Manual • Test Bank and Answer Key (Word) • Image Gallery • Lecture PowerPoints • Respondus Test Bank • Videos (on Instructor's Book Companion site only) • Video Discussion Guide

DINING ROOM AND BANQUET SERVICES



Restaurant Service Basics, 2nd Edition

Sondra J. Dahmer

Kurt W. Kahl

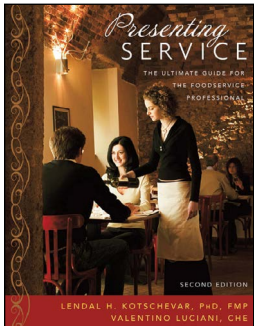
224 pp. • Softcover

CONTENTS

1. The Server. 2. Types of Establishments, Types of Service, and Table Settings. 3. Before the Guests Arrive. 4. Initiating the Service. 5. Serving the Meal. 6. Safety, Sanitation, and Emergency Procedures. 7. Handling Service Using Technology. 8. Wine and Bar Service.

SUPPLEMENT

Instructor's Manual



Presenting Service: The Ultimate Guide for the Foodservice Professional, 2nd Edition

Lendal H. Kotschevar

Valentino Luciani, University of Nevada

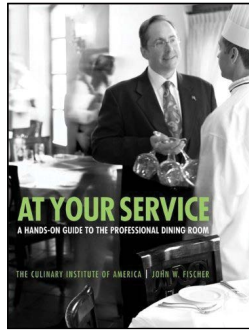
272 pp. • Softcover

CONTENTS

1. A Historical Overview of Service. 2. The Professional Server. 3. Exceeding People's Needs. 4. Service Mise en Place. 5. Service in Various Industry Segments. 6. Service Areas and Equipment. 7. Classic Service Styles. 8. Serving the Meal. 9. Bar and Beverage Service. 10. Management's Role in Service. 11. Table Etiquette.

SUPPLEMENT

Instructor's Manual



At Your Service: A Hands-On Guide to the Professional Dining Room, 2nd Edition

John W. Fischer, The Culinary Institute
of America

224 pp. • Softcover

CONTENTS

1. The Basics of Hospitality and Service. 2. The Relationship Between the Front and the Back of the House. 3. The Front Door. 4. Preparation for Service. 5. Serving Guests: The Main Event. 6. Tableside Cooking. 7. Beverage Service. 8. Staffing Challenges. 9. Taking Care of Business. 10. It's Going to Happen: Handling Emergencies.

GUEST SERVICES



Guest Service in the Hospitality Industry

Paul J. Bagdan, PhD, Johnson & Wales

University

320 pp. • Hardcover

Guest Service in the Hospitality Industry

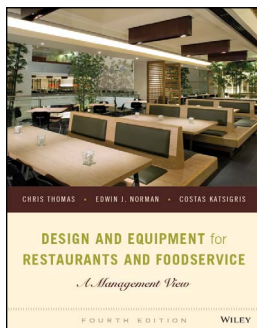
explores the intricacies of quality guest service with solid and proven concepts across the industry.

CONTENTS

Section I: Introduction, History, and Basics of Guest Service. 1. The Basics of Guest Service. 2. Defining Guest Service. 3. Problem-Solving for Guest Service. **Section II:** Relating Service to the Sectors of the Hospitality Industry: How Service Relates. 4. The Guest Service of Food. 5. The Guest Service of Beverages. 6. The Guest Service of Lodging. 7. The Guest Service of Events. 8. The Guest Service of Travel and Tourism. 9. The Guest Service of Casinos. **Section III:** Assessments and Planning. 10. Research and Tools. 11. Strategic Planning for Service. 12. Developing a Staff. 13. Marketing and Establishing an Image for Service.

SUPPLEMENTS

Online Instructor's Manual • Respondus Test Bank • PowerPoint Slides • Hospitality Video Library and Discussion Guide



Design and Equipment for Restaurants and Foodservice: A Management View, 4th Edition

Chris Thomas
Edwin J. Norman
Costas Katsigris
 528 pp. • Hardcover

Design and Equipment for Restaurants and Foodservice, Fourth Edition takes a detailed approach to planning and developing any foodservice space. This newly updated “go-to guide” covers such critical topics as concept creation, design principles, and space allocation for both front- and back-of-house, equipment specifications and procurement, energy and utility management, environmental concerns, safety and sanitation, and considerations for purchasing small equipment. The Fourth Edition remains comprehensive by focusing on the whole, and how front- and back-of-house areas work together.

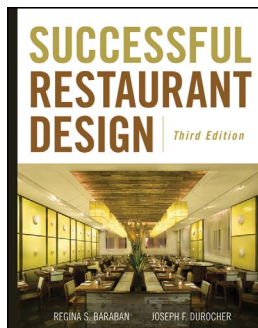
This new Fourth Edition features meaningful discussion of the latest foodservice-industry trends and their implications for operators.

CONTENTS

1. Getting Your Project Started. 2. Principles of Kitchen Design. 3. Front-of-House Atmosphere and Design. 4. Planning Back-of-House Support Areas. 5. Electricity and Energy Management. 6. Gas, Steam, and Water. 7. Design and Environment. 8. Safety and Sanitation. 9. Buying and Installing Foodservice Equipment. 10. Storage Equipment: Dry and Refrigerated. 11. Preparation Equipment: Ranges and Ovens. 12. Preparation Equipment: Fryers and Fry Stations. 13. Preparation Equipment: Broilers, Griddles, and Tilting Braising Pans. 14. Steam Cooking Equipment. 15. Cook-Chill Technology. 16. Dishwashing and Waste Disposal. 17. Miscellaneous Kitchen Equipment.

SUPPLEMENTS

Instructor's Manual • Test Bank and Answer Key (Word) • Lecture PowerPoints • Additional Resources • Image Gallery • Respondus Test Bank



Successful Restaurant Design, 3rd Edition

Regina S. Baraban
Joseph F. Durocher
 320 pp. • Hardcover

CONTENTS

1. Where Design Begins. 2. Integrative Design. 3. The Psychology of Design. 4. Design Implementation: Front to Back Through the Customer's Eyes. 5. Design Implementation: Back to Front Through Management's Eyes. 6. Mini-Case Solutions. 7. Speak Out on Design. 8. Restaurant Design: Past, Present, and Future.



Design and Layout of Foodservice Facilities, 3rd Edition

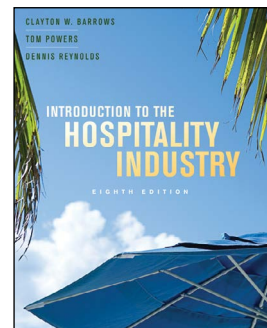
John C. Birchfield
 368 pp. • Hardcover

CONTENTS

1. Preliminary Planning. 2. Foodservice Design. 3. Principles of Design. 4. Space Analysis. 5. Equipment Layout. 6. Foodservice Equipment, Part I. 7. Foodservice Equipment, Part II: Manufactured Equipment. 8. Foodservice Facilities Engineering and Architecture.

SUPPLEMENT

Instructor's Manual



Introduction to the Hospitality Industry, 8th Edition

Clayton W. Barrows, University of New Hampshire
Tom Powers, Emeritus, University of Guelph
Dennis Reynolds, Washington State University
 576 pp. • Softcover

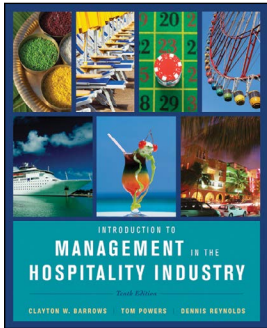
CONTENTS

Part 1: Perspectives on Careers in Hospitality. 1. The Hospitality Industry and You. 2. Forces Affecting Growth and Change in the Hospitality Industry. **Part 2:** Food Service. 3. The Restaurant Business. 4. Restaurant Operations. 5. Restaurant Industry Organization: Chain, Independent, or Franchise? 6. Competitive Forces in Food Service. 7. Issues Facing Food Service. 8. On-site Food Service. **Part 3:** Lodging. 9. Meeting Guest Needs. 10. Hotel and Lodging Operations. 11. Forces Shaping the Hotel Business. 12. Competition in the Lodging Business. **Part 4:** Travel and Tourism. 13. Tourism: Front and Center. 14. Destinations: Tourism Generators. **Part 5:** Hospitality as a Service Industry. 15. The Role of Service in the Hospitality Industry.

SUPPLEMENTS

Instructor's Manual • Instructor's Manual by Chapter • Test Bank Questions & Answers • Test Bank Questions & Answers by Chapter • Hospitality Video Series • Hospitality Video Discussion Guide • PowerPoint Slides

INTRODUCTION TO HOSPITALITY



Introduction to Management in the Hospitality Industry, 10th Edition

Clayton W. Barrows, University of New Hampshire

Tom Powers, Emeritus, University of Guelph

Dennis Reynolds, Washington State University
752 pp. • Hardcover

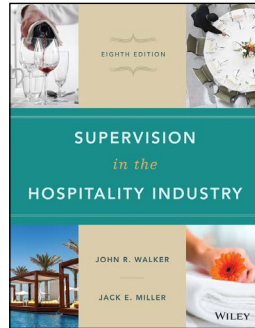
CONTENTS

Part 1. Perspectives on Careers in Hospitality. 1. The Hospitality Industry and You. 2. Forces Affecting Growth and Change in the Hospitality Industry. **Part 2.** Food Service. 3. The Restaurant Business. 4. Restaurant Operations. 5. Restaurant Industry Organization: Chain, Independent, or Franchise? 6. Competitive Forces in Food Service. 7. Issues Facing Food Service. 8. On-site Food Service. **Part 3.** Lodging. 9. Lodging: Meeting Guest Needs. 10. Hotel and Lodging Operations. 11. Forces Shaping the Hotel Business. 12. Competition in the Lodging Business. **Part 4.** Travel and Tourism. 13. Tourism: Front and Center. 14. Destinations: Tourism Generators. **Part 5.** Management in the Hospitality Industry. 15. Management: A New Way of Thinking. 16. Planning in Hospitality Management. 17. Organizing in Hospitality Management. 18. Staffing: Human Resources Management in Hospitality Management. 19. Control in Hospitality Management. 20. Leadership and Directing in Hospitality Management. **Part 6.** Hospitality as a Service Industry. 21. The Role of Service in the Hospitality Industry.

SUPPLEMENTS

Instructor's Manual • Instructor's Manual by Chapter • Test Bank Questions & Answers • Test Bank Questions & Answers by Chapter • Hospitality Video Series • Hospitality Video Discussion Guide • PowerPoint Slides

HUMAN RESOURCES MANAGEMENT AND SUPERVISION



NEW!

Supervision in the Hospitality Industry, 8th Edition

John R. Walker, University of South Florida

Jack E. Miller

528 pp. • Hardcover

Available with: WileyPLUS Learning Space

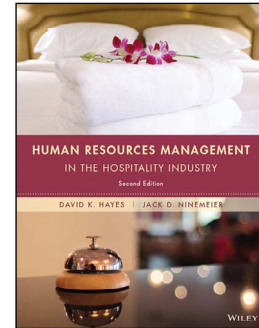
Supervision in the Hospitality Industry, 8th Edition focuses on the different roles of employees from beginning leaders, newly promoted supervisor, or anyone planning a career in the hospitality field. A market leader which has been used by thousands of students training for a career in the hospitality industry.

CONTENTS

1. Supervisors as Managers. 2. Supervisors as Leaders. 3. Planning and Goal Setting. 4. Communicating. 5. EEO Laws and Diversity. 6. Recruiting, Selection and Orientation. 7. Performance Management. 8. Motivating and Coaching Employees. 9. Supervising Groups and Teams. 10. Training and Development. 11. Conflict Management, Resolution, and Prevention. 12. Discipline and Employee Assistance Programs. 13. Decision Making and Control. 14. Delegating.

SUPPLEMENTS

WileyPLUS Learning Space • PowerPoint Slides • Instructor's Manual • Respondus Test Bank • Student Study Guide



Human Resources Management in the Hospitality Industry, 2nd Edition

David K. Hayes

Jack D. Ninemeier, Michigan State University

368 pp. • Hardcover

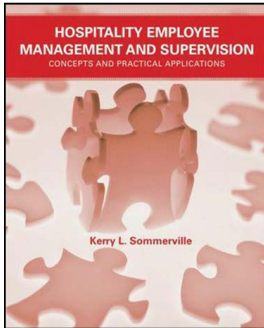
Today's hospitality professional must be an expert at managing many functions. In every segment of the hospitality industry, recruiting, selecting, orienting, training and retaining outstanding staff members are always challenging tasks, but every manager must master them. Rising labor costs, increasing competition for quality staff, changing employees' attitudes, evolving guest expectations, and a proliferation of new laws that impact human resources policies and activities affect all hospitality managers.

CONTENTS

1. Introduction to Human Resources in the Hospitality Industry. 2. The Legal Environment of Human Resources Management. 3. Human Resources Management: Policies and Procedures. 4. Employee On-Boarding: Recruitment and Selection. 5. Employee On-Boarding: Orientation and Induction. 6. Planning Training Programs. 7. Delivering and Evaluating Training Programs. 8. Compensation Programs. 9. Performance Management and Appraisal. 10. Employee Health and Safety. 11. Critical Issues in Human Resources Management. 12. Human Resources in Evolving Hospitality Organizations.

SUPPLEMENTS

• Image Gallery • Instructor's Manual • Lecture PowerPoints • Respondus Test Bank • Test Bank and Answer Key (Word)



Hospitality Employee Management and Supervision: Concepts and Practical Applications

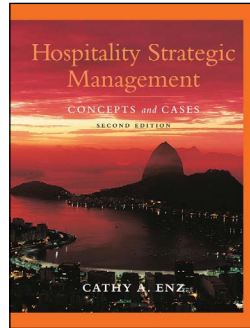
Kerry L. Sommerville, Sullivan University
360 pp. • Softcover

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Unit 1: The Legal Landscape. 1. Introduction to Hiring and Supervising Employees. 2. The Hospitality Manager's Legal Challenges. 3. Wage and Hour Laws Affecting Salaried, Hourly, and Tipped Employees. 4. Common Law, Negligent Hiring, and Employee Rights. 5. Working With Unions. **Unit 2:** The Employee Selection Process. 6. Job Descriptions and Job Specifications. 7. The Employee Handbook. 8. Advertising and Recruiting. 9. Applications, Interviews, and Background Checks. **Unit 3:** Orientation and Training. 10. New-Employee Orientation. 11. Training to Performance Standards. **Unit 4:** Communication and Motivation. 12. Performance Appraisals that Work. 13. Effective Communication and Feedback. 14. Employee Discipline. 15. Employee Motivation Through Quality Leadership.

SUPPLEMENT

Instructor's Manual



Hospitality Strategic Management: Concepts and Cases, 2nd Edition

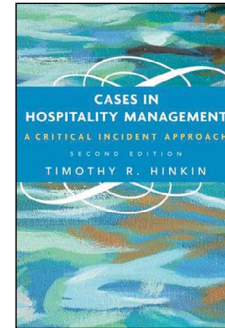
Cathy A.ENZ, Cornell University
676 pp. • Hardcover

CONTENTS

1. Strategic Management. 2. The Environment and External Stakeholders. 3. Strategic Direction. 4. Organizational Resources and Competitive Advantage. 5. Strategy Formulation at the Business Unit Level. 6. Corporate Level Strategy and Restructuring. 8. Strategy Implementation Through Organizational Design and Control. 9. Strategies for Entrepreneurship and Innovation. 10. Global Strategic Management and the Future.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Test Bank • Case Notes



Cases in Hospitality Management: A Critical Incident Approach, 2nd Edition

Timothy R. Hinkin, Cornell University
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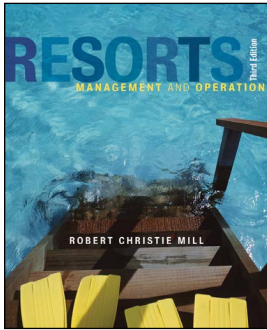
CONTENTS

Part One: Ethics. Case 1. Sunspot Resorts. Case 2. The Hawaiian Village. Case 3. A Dog-Eat-Dog World. Case 4. Seaside Plantations. Case 5. The Decision to Serve. **Part Two:** Training and Development. Case 6. The Promotion Decision. Case 7. The Swimming Pool. Case 8. Spas International. Case 9. The Apprentice Chef. Case 10. Bongo's. **Part Three:** Reward Systems. Case 11. The University Conference Center. Case 12. The New Sales Manager. Case 13. The Incentive System. Case 14. The River Walk Café. Case 15. The Cedars. **Part Four:** Communication. Case 16. The Shared Suite. Case 17. Leaving From Rome. Case 18. Room Service, Please. Case 19. The Wounded Bird. Case 20. The Three Hour Brunch. **Part Five:** Policies. Case 21. The Service Guarantee. Case 22. The Parking Lot. Case 23. Bank of USA. Case 24. The Minibar Charge. Case 25. 100% Occupancy. **Part Six:** Group Dynamics. Case 26. The Reinstatement. Case 27. The Job Opening. Case 28. The Suarro Inn. Case 29. Burrito Sisters. Case 30. The Department Meeting. **Part Seven:** Technology. Case 31. The Amateur Travel Agent. Case 32. The Concierge's Computer. Case 33. Direct Deposit. Case 34. The Wireless Internet. Case 35. Casino CRM. **Part Eight:** Process Analysis. Case 36. The Broadbeach. Case 37. The Tarragassett Inn. Case 38. The Tour Voucher. Case 39. The Headwaiter. Case 40. The Mystery Shopper. **Part Nine:** Service Exemplars. Case 41. The CD Player. Case 42. Special Needs. Case 43. First Class Upgrade. Case 44. The Spanish Homework. Case 45. The Antler Hotel. **Part Ten:** Service Recovery. Case 46. The Stolen Sunglasses. Case 47. The ICO Conference. Case 48. The Airline's Response. Case 49. It Stinks. Case 50. Rob Jones Corporation.

SUPPLEMENT

Instructor's Manual

HOTEL, LODGING, AND RESORT MANAGEMENT



Resorts: Management and Operation, 3rd Edition

Robert Christie Mill, University of Denver
496 pp. • Hardcover

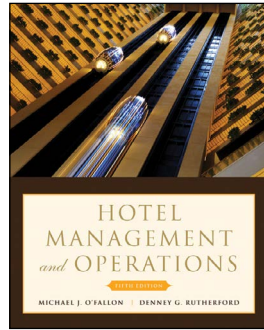
The Third Edition of **Resorts: Management and Operation** is a summary of almost 30 years of thought, analysis, and research into the field of resort management, written from a business viewpoint while taking into account the unique structure of resorts.

CONTENTS

1. Resorts: An Introduction. 2. Mountain Based Resorts: The Impact of Development on Operations. 3. Mountain-Based Resorts: Managing the Operation. 4. Beach Resorts and Marinas: The Impact of Development on Operations. 5. Beach Resorts and Marinas: Managing the Operation. 6. Golf/Tennis-Based Resorts: The Impact of Development on Operations. 7. Golf-Based Resorts: Managing the Operation. 8. Resort Operations: The Importance of Recreational Amenities. 9. The Uniqueness of Timeshare Resort Operations. 10. Resort Operation: The Importance of Guest Activities. 11. Resort Operations: The Importance of Retail. 12. Spas, Pools, and Indoor Waterparks. 13. Specialty Resorts. 14. Cruise Ships: Floating Resorts. 15. Casinos.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank



Hotel Management and Operations, 5th Edition

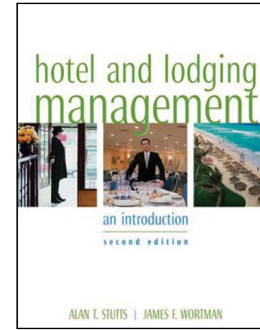
Michael J. O'Fallon, James Madison University
Denney G. Rutherford, Washington State University
512 pp. • Softcover

CONTENTS

1. Overview. 2. Organization. 3. General Managers: A View at the Top. 4. Operations: Rooms. 5. Operations: Housekeeping, Engineering, and Security. 6. Food and Beverage Division. 7. Marketing and Associated Activities. 8. Financial Control and Information Management. 9. Human Resources Policy Management.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank



Hotel and Lodging Management: An Introduction, 2nd Edition

Alan T. Stutts, Brown University
James F. Wortman, University of Houston
368 pp. • Hardcover

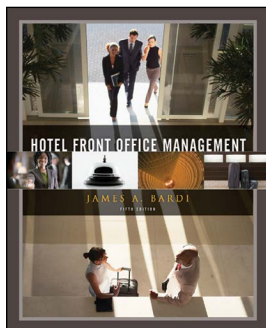
CONTENTS

1. Growth and Development of the Lodging Industry. 2. Organizational Structure. 3. The Front Office. 4. Housekeeping. 5. The Marketing and Sales Department. 6. Human Resource Management. 7. Hotel Food and Beverage. 8. Loss Prevention and Security. 9. The General Manager. 10. Yield Management. 11. Management Contracts and Franchise Agreements. 12. Time-Share and Vacation Ownership. 13. Resorts, Themed Lodging, and Special Lodging Environments.

SUPPLEMENT

Instructor's Manual

FRONT OFFICE OPERATIONS



Hotel Front Office Management, 5th Edition

James A. Bardi, The Pennsylvania State University, Berks Campus
512 pp. • Hardcover

CONTENTS

1. Introduction to Hotel Management. 2. Hotel Organization and the Front Office Manager. 3. Effective Interdepartmental Communications. 4. Property Management Systems. 5. Systemwide Reservations. 6. Revenue Management. 7. Guest Registration. 8. Managing the Financials. 9. Guest Checkout. 10. Preparation and Review of the Night Audit. 11. Managing Hospitality. 12. Training for Hospitality. 13. Promoting In-House Sales. 14. Security. 15. Executive Housekeeping.

SUPPLEMENTS

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• Respondus Test Bank

HOUSEKEEPING MANAGEMENT



Housekeeping Management, 2nd Edition

Matt A. Casado, Northern Arizona University
288 pp. • Hardcover

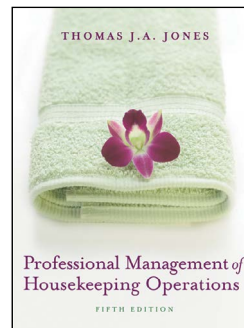
The Second Edition of **Housekeeping Management** is written from a management perspective of the executive housekeeper in the lodging industry but with a stronger focus on the engineering aspects of housekeeping. The overarching concept of the text spotlights three major areas of expertise required for the success of lodging professionals: management of resources, administration of assets, and knowledge of technical operations.

CONTENTS

1. The Housekeeping Department in Lodging Operations. 2. The Executive Housekeeper as Department Manager. 3. Structural Planning of the Housekeeping Department. 4. Management of Inventory and Equipment. 5. Characteristics of Housekeeping Equipment and Supplies. 6. Laundry Room Management. 7. The Cleaning Function. 8. Personnel Administration. 9. Controlling Housekeeping Operations. 10. Safety, Security and Infectious Diseases in Property Operations. 11. Energy Conservation in Lodging Properties. 12. Environmental and Sustainability Issues.

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Instructor's Manual • Lecture PowerPoints • Respondus Test Bank



Professional Management of Housekeeping Operations, 5th Edition

Thomas J. A. Jones, University of Nevada
496 pp. • Hardcover

Professional Management of Housekeeping Operations is the essential practical introduction to the field, a complete course ranging from key principles of management to budgeting, and from staff scheduling to cleaning.

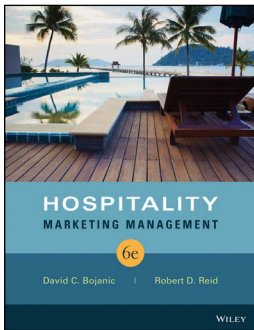
CONTENTS

Part I: The Housekeeping Profession and the Principles of Management. 1. The Executive Housekeeper and Scientific Management. **Part II:** Planning, Organizing, and Staffing the New Organization. 2. Conceptual Planning. 3. Planning to Schedule Workers: A Major Advantage of Housekeeper Team Staffing. 4. Material Planning: Administration of Equipment and Supplies. 5. Material Planning: Floors, Walls, and Windows. 6. Material Planning: Supplies and Equipment. 7. Material Planning: Bedding, Linens, and Uniforms. 8. Staffing for Housekeeping Operations. 9. Operational Planning. **Part III:** Directing and Controlling Ongoing Housekeeping Operations. 10. The Hotel Housekeeping Daily Routine of Department Management. 11. Hotel Housekeeping Subroutines. **Part IV:** Special Topics: Swimming Pool Operations and Management, Housekeeping in Other Venues, Safeguarding of Assets, In-House Laundries, and the Full Circle of Management. 12. Swimming Pool Operations and Management. 13. Housekeeping in Other Venues. 14. The Safeguarding of Assets: Concerns for Safety and Security in Housekeeping Operations. 15. The Laundry: Toward an Understanding of Basic Engineering and Operational Considerations. 16. The Full Circle of Management.

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints

HOSPITALITY MARKETING



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Hospitality Marketing Management, 6th Edition

David C. Bojanic, University of Texas
Robert D. Reid, James Madison University
 672 pp. • Hardcover

Hospitality Marketing Management, 6th Edition explores marketing and themes unique to hospitality and tourism. The Sixth 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.

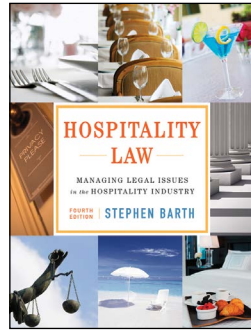
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Part One: Introduction to Hospitality Marketing. 1. The Functions of Marketing. 2. Introduction to Hospitality Services Marketing. **Part Two:** Understanding and Targeting Hospitality Consumers. 3. Understanding the Behavior of Hospitality Consumers. 4. Market Segmentation and Positioning. **Part Three:** Marketing Planning and Information. 5. Developing a Marketing Plan. 6. Information Systems for Marketing Decisions. **Part Four:** Product-Service Mix and Distribution Strategies. 7. Developing New Products and Services. 8. Managing Products and Services. 9. Marketing Channels. 10. Electronic Commerce. **Part Five:** Promotions Strategy. 11. Promotion and Advertising. 12. Advertising and Media Planning. 13. Sales Promotions, Merchandising, and Public Relations. 14. Personal Selling. **Part Six:** Pricing Strategy and Destination Marketing. 15. Pricing Strategy. 16. Destination Marketing.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank

HOSPITALITY LAW



Hospitality Law: Managing Legal Issues in the Hospitality Industry, 4th Edition

Stephen Barth, University of Houston
 512 pp. • Hardcover

Hospitality Law, Fourth Edition maintains the logical flow developed in the Third Edition, but now with the latest updates and revisions with regard to changes in the law that ensure the most current information for hospitality law students.

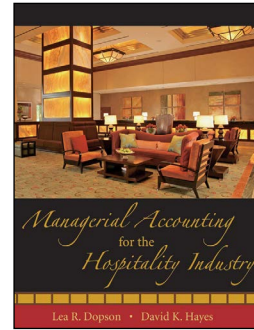
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1. Prevention Philosophy. 2. Government Agencies That Impact the Hospitality Industry. 3. Hospitality Business Structures. 4. Contract Basics. 5. Significant Hospitality Contracts. 6. Legally Managing Property. 7. Legally Selecting Employees. 8. Legally Managing Employees. 9. Your Responsibilities as a Hospitality Operator. 10. Your Responsibilities as a Hospitality Operator to Guests. 11. Your Responsibilities for Guests' Property. 12. Your Responsibilities When Serving Food and Beverages. 13. Legal Responsibilities in Travel and Tourism. 14. Safety and Security Issues. 15. Managing Insurance.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank

HOSPITALITY ACCOUNTING



Managerial Accounting for the Hospitality Industry

Lea R. Dopson, California State Polytechnic University, Pomona
David K. Hayes
 528 pp. • Hardcover

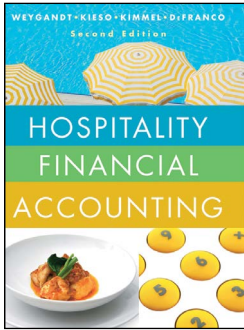
CONTENTS

Part I: Accounting Fundamentals. 1. Hospitality Industry Accounting. 2. Accounting Fundamentals Review. **Part II:** Financial Statements. 3. The Income Statement. 4. The Balance Sheet. 5. The Statement of Cash Flows. 6. Ratio Analysis. **Part III:** Management of Revenue and Expense. 7. Food and Beverage Pricing. 8. Revenue Management for Hotels. 9. Managerial Accounting for Costs. **Part IV:** Accounting Information for Planning. 10. Forecasting In the Hospitality Industry. 11. Budgeting and Internal Controls. 12. Capital Investment, Leasing, and Taxation.

SUPPLEMENTS

Instructor's Manual • Study Guide • Book and Study Guide Set • Lecture PowerPoints • Test Bank and Answer Key (Word) • Respondus Test Bank • Test Your Skills Excel Exercises

HOSPITALITY ACCOUNTING



Hospitality Financial Accounting, 2nd Edition

Jerry J. Weygandt, University of Wisconsin
Donald E. Kieso, Northern Illinois University
Paul D. Kimmel, University of Wisconsin, Milwaukee

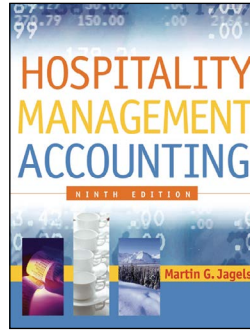
Agnes L. DeFranco, University of Houston
 544 pp. • Hardcover

CONTENTS

1. Hospitality Accounting in Action. 2. Accounting Principles. 3. The Recording Process. 4. Adjusting the Accounts. 5. Completing the Accounting Cycle. 6. Financial Statements. 7. Financial Statement Analysis. 8. Accounting for Merchandising Operations in Hospitality. 9. Inventories and Cost of Goods Calculation. 10. Internal Control and Cash. 11. Payroll. 12. Accounting for Receivables and Payables. 13. Long-term and Intangible Assets. 14. Sole Proprietorships, Partnerships, and Corporations.

SUPPLEMENTS

Instructor's Manual • Excel Working Papers on CD-ROM • Print Working Papers • Book and Excel Working Papers Set • Book and Working Papers Set • Lecture PowerPoints • Test Bank and Answer Key (Word) • Respondus Test Bank



Hospitality Management Accounting, 9th Edition

Martin G. Jagels, Emeritus, University of South Carolina
 608 pp. • Hardcover

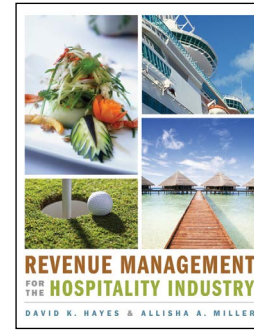
CONTENTS

1. Basic Financial Accounting Review. 2. Understanding Financial Statements. 3. Analysis and Interpretation of Financial Statements. 4. Ratio Analysis. 5. Internal Control. 6. The "Bottom-Up" Approach to Pricing. 7. Cost Management. 8. The Cost-Volume-Profit Approach to Decisions. 9. Operations Budgeting. 10. Statement of Cash Flows and Working Capital Analysis. 11. Cash Management. 12. Capital Budgeting and the Investment Decision. 13. Feasibility Studies—An Introduction. 14. Financial Goals and Information Systems.

SUPPLEMENTS

Instructor's Manual • Student Workbook • Book and Study Guide Set • Respondus Test Bank • Test Bank and Answer Key (Word)

HOSPITALITY FINANCE AND REVENUE MANAGEMENT



Revenue Management for the Hospitality Industry

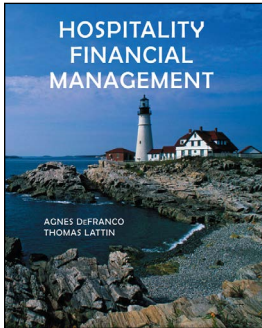
David K. Hayes
Allisha A. Miller
 352 pp. • Softcover

CONTENTS

1. Introduction to Revenue Management. 2. Strategic Pricing. 3. Value. 4. Differential Pricing. 5. The Revenue Manager's Role. 6. Forecasting Demand. 7. Inventory and Price Management. 8. Distribution Channel Management. 9. Evaluation of Revenue Management Efforts in Lodging. 10. Revenue Management for Food and Beverage Services. 11. Evaluation of Revenue Management Efforts in Food and Beverage Services. 12. Specialized Applications of Revenue Management. 13. Building Better Business.

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints • Respondus Test Bank • Test Bank and Answer Key (Word)



Hospitality Financial Management

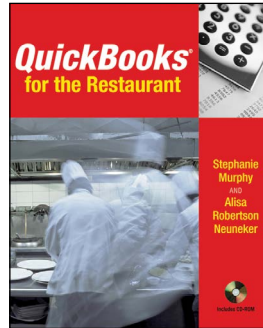
Agnes L. DeFranco, University of Houston
Thomas W. Lattin, University of Houston
384 pp. • Hardcover

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1. Finance and the Hospitality Industry. 2. Financial Reporting. 3. Analyzing Financial Statements. 4. Managing Working Capital and Controlling Cash. 5. Growing the Business. 6. Financing Growth. 7. The Time Value of Money. 8. Investment Analysis. 9. Hospitality Industry Applications of Time Value of Money Concepts and Skills. 10. The Investment Package. 11. Crafting and Negotiating the Deal. 12. Tying It All Together.

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints



QuickBooks™ for the Restaurant

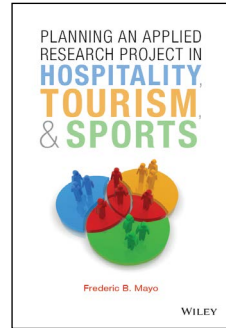
Stephanie Murphy,
The Culinary Institute of America
Alisa Robertson Neunecker,
The Culinary Institute of America
312 pp. • Softcover

CONTENTS

1. Introduction. 2. Setting Up Your Restaurant in QuickBooks. 3. Working with Lists. 4. Restaurant Purchases, Payables, and Inventory. 5. Sales and Receivables. 6. Payroll. 7. Adjusting Journal Entries. 8. Financial Reporting and Analysis. 9. Budgeting. 10. Year-End Procedures and Reporting. 11. Other Restaurant Functions. 12. Comprehensive Project.

SUPPLEMENT

Instructor's Manual



Planning an Applied Research Project in Hospitality, Tourism, and Sports

Frederic B. Mayo
272 pp. • Softcover

Planning an Applied Research Project in Hospitality, Tourism, and Sports provides a comprehensive and carefully structured treatment of all the aspects involved in planning an applied research project. Instead of being a statistically oriented book, this text provides a conceptual and process-oriented approach to planning and conducting research. Written for both students and professionals, it is easy to read, short, and to the point, i.e., practical. **Planning an Applied Research Project in Hospitality, Tourism, and Sports** covers a range of subjects including: selecting a topic, conducting a literature review, developing a coherent design, and using various research techniques such as interviews, questionnaires, and observations. It also contains information on analyzing data once it has been collected and developing a proposal to obtain support before undertaking a research project.

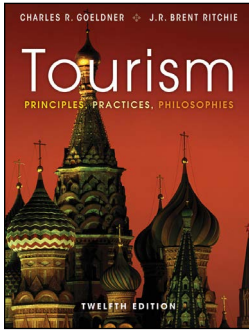
CONTENTS

1. Reading and Analyzing Research. 2. Developing an Interest or Topic. 3. Conducting a Literature Review. 4. Reviewing and Revising Your Purpose Statement. 5. Writing a Literature Review. 6. Forms of Qualitative Research. 7. Forms of Quantitative Research. 8. Sampling Issues in Research. 9. Validity, Reliability, and Credibility in Research. 10. Research Techniques—Interviews. 11. Research Techniques—Questionnaires. 12. Research Techniques: Observations, Focus Groups, and Other Techniques. 13. Analyzing Data and Other Information. 14. Writing a Research Proposal.

SUPPLEMENTS

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TRAVEL AND TOURISM



Tourism: Principles, Practices, Philosophies, 12th Edition

Charles R. Goeldner, University of Colorado
J.R. Brent Ritchie, University of Calgary
512 pp. • Hardcover

The Twelfth Edition of **Tourism: Principles, Practices, Philosophies** explores major concepts in tourism, what makes tourism possible, and how tourism can become an important factor in the wealth of any nation. It provides an overview of the principles, practices, and philosophies that affect the cultural, social, economic, psychological, and marketing aspects of human travel and the tourism industry, while looking at all aspects of the industry that serves travelers.

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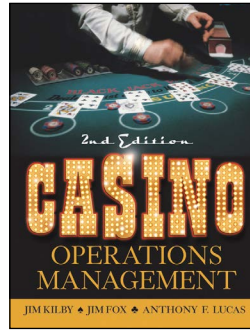
1. Tourism in Perspective. 2. Tourism Through the Ages. 3. Career Opportunities. 4. World, National, Regional and Other Organizations. 5. Passenger Transportation. 6. Hospitality and Related Services. 7. Organizations in the Distribution Process. 8. Attractions, Recreation, and Other Tourist Draws. 9. Motivation for Pleasure Travel. 10. Cultural and International Tourism for Life's Enrichment. 11. Sociology of Tourism. 12. Tourism Components and Supply. 13. Measuring and Forecasting Demand. 14. Tourism's Economic Impact. 15. Tourism Policy: Structure, Content, and Process. 16. Tourism Planning, Development, and Social Considerations. 17. Tourism and the Environment. 18. Travel and Tourism Research. 19. Tourism Marketing. 20. Tourism's Future.

SUPPLEMENTS

Instructor's Manual • PowerPoint Slides • Respondus Test Bank • Tourism Video Library and Discussion Guide

Tourism Videos and Discussion Guide from ABC News to accompany *Tourism, 12th Edition*

GAMING AND CASINOS



Casino Operations Management, 2nd Edition

Jim Kilby, University of Nevada
Jim Fox, University of Nevada
Anthony F. Lucas, University of Nevada
416 pp. • Hardcover

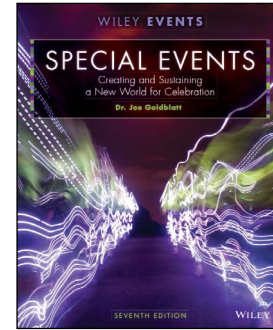
CONTENTS

1. The History of Modern Gaming. 2. Gaming Control. 3. Gaming Taxes. 4. Casino Management. 5. Currency Reporting. 6. Casino Cage, Credit, and Collections. 7. Slot Management. 8. Introduction to Table Games. 9. Table Game Operations. 10. Casino Accounting. 11. Mathematics of Casino Games. 12. Elements of an Effective Player Rating System. 13. Table Game Hold as a Management Tool. 14. Casino Marketing I. 15. Casino Marketing II. 16. Casino Marketing III: The Premium Player Segment. 17. Sports Book Operations. 18. Race Operations. 19. Casino Statistics.

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Instructor's Manual

INTRODUCTORY EVENT AND MEETING MANAGEMENT



Special Events: Creating and Sustaining a New World for Celebration, 7th Edition

Dr. Joe Goldblatt, FRSA
480 pp. • Hardcover

This Seventh Edition of **Special Events: Creating and Sustaining a New World for Celebration** is celebrating 25 years as the international best-selling book in this industry. This new edition focuses on the growing globalization of the special events profession, taking into account the skills leaders need to effectively embrace other cultures, societies, and business practices to plan and deliver successful events.

CONTENTS

Part One: Sustainable Event Leadership. 1. Welcome to a Changing World. 2. Models of Sustainable Event Leadership. **Part Two:** Event Orchestration. 3. Composing the Event Plan. 4. Human Resources and Time Management. 5. Sustainable Financial Leadership. **Part Three:** Delivering the Promise. 6. Vendor Partners, Contracts, and On-site Production. 7. Marketing and Integrated Communications Technology. 8. Risk Management; Health and Safety; and Legal and Ethical Safeguards. **Part Four:** Traditions and Trends. 9. Virtual Events. 10. Career Growth and Sustainable Development. 11. Global, National, Regional, and Local Best Practices in Event Leadership. 12. Twenty-Five Real-World Event Management Experiences and Mini-Case Studies. Glossary. Appendix: Bibliographic References. Online Appendices: 12 Chapter Opening Animations, 13 Video Interviews with Global Thought Leaders. Index.

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Respondus Test Bank • Instructor's Manual • Lecture PowerPoints

INTRODUCTORY EVENT AND MEETING MANAGEMENT



The Complete Guide to Creating Enduring Festivals

Dr. Ros Derrett, OAM
400 pp. • Hardcover

The Complete Guide to Creating Enduring Festivals provides a realistic framework to explore how arts-based and community-based cultural festivals around the world thrive. This book highlights both the big picture and intricate details that go into planning and executing a successful festival. **The Complete Guide to Creating Enduring Festivals** will benefit experienced festival planners as well as those who aspire to enter or develop their skills in the dynamic field of festival making. Its approach is systematic, using case studies of numerous internationally iconic festivals and interviews with experts in the field. The book provides, for the first time, concrete evidence of how with proper planning, design and leadership, communities may benefit from hosting local festivals.

CONTENTS

1. The Nature and Role of Festivals. 2. Secrets of Enduring Festival Success. 3. Festivals Connect to Community and Place. 4. Building and Nourishing the Festival Team. 5. Building Partnerships that Work. 6. Alignment with Target Audience. 7. Festival Resourcefulness. 8. Ensuring Creativity at all Levels of Festival Making. 9. Delivering Memorable Festival Experiences. 10. Festival Media Platforms. 11. Maintaining a Global Competitive Edge. 12. Documenting, Monitoring and Evaluating Festivals. 13. Revisiting and Refreshing the Festival Vision. 14. The Future of Festivals.

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Professional Event Coordination, 2nd Edition

Julia Rutherford Silvers
512 pp. • Hardcover

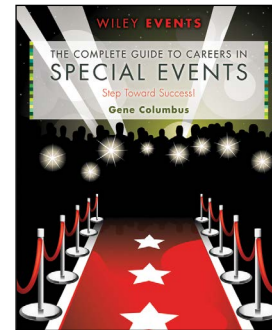
Written by expert event manager Julia Rutherford Silvers, the book outlines the tools and strategies to effectively procure, organize, implement, and monitor all the products, vendors, and services needed to bring an event to life.

CONTENTS

Part I: Assessment. 1. Anatomy of an Event. 2. Creating the Event Plan. 3. Developing the Event Site. 4. Providing the Event Infrastructure. **Part II: Anticipation and Arrival.** 5. Accommodating the Audience. **Part III: Atmosphere.** 6. Coordinating the Environment. 7. Fundamentals of the Production. **Part IV: Activity.** 8. Staging an Engaging Experience. 9. Ancillary Programs. **Part V: Appetite and Amenities.** 10. Food and Beverage Operations. 11. Making Event Memories. **Part VI: Administration.** 12. Safe Operations. 13. Vendors and Volunteers. 14. Knowledge Management. 15. Sustainable Success.

SUPPLEMENTS

Instructor's Manual • Lecture PowerPoints • Test Bank



The Complete Guide to Careers in Special Events: Step Toward Success!

Gene Columbus, University of Central Florida, Orlando, FL
240 pp. • Softcover

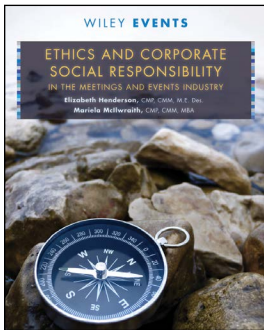
CONTENTS

1. Confirming Special Events as Your Career. 2. So Many Opportunities in the Special Events Industry. 3. What's So Special About the Special Events Industry? 4. Learning: In School and/or On the Job. 5. Skills That Make You Marketable. 6. Target Companies: Where to Find Opportunities. 7. Creating a Résumé and Writing the Cover Letter. 8. Effective Interviewing. 9. The Follow-Up. 10. Learning from the Best. 11. Life-Long Learning.

SUPPLEMENTS

Instructor's Manual • Test Bank

Package this book with any Events Book for \$15. Please contact your local sales rep for details.



Ethics and Corporate Social Responsibility in the Meetings and Events Industry

Elizabeth Henderson
Mariela McIlwraith
 320 pp. • Hardcover

Ethics and Corporate Social Responsibility in the Meetings and Events Industry is a comprehensive roadmap that prepares event professionals for the economic, environmental, and social challenges ahead, and transforms the industry for the long run. This timely text inspires us to view corporate social responsibility, ethics, and sustainability as no longer just best practices, but as business standards.

CONTENTS

1. Introduction to Corporate Social Responsibility and Ethics for Meetings and Events. 2. Business Ethics and the Meetings and Events Industry. 3. Strategies for Sustainable Meetings. 4. Social Responsibility and Culture. 5. Meetings, Events, and Environmental Science. 6. Shared Value and Strategic Corporate Responsibility. 7. Communication, Marketing, and Public Relations. 8. Sustainable Supply Chains for Meetings and Events. 9. Sustainability Measurement and Evaluation. 10. Sustainability Reporting for Meetings and Events. 11. Risk Management and Legal Considerations. 12. Backcasting for a Sustainable Meetings and Events Industry.

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Frank Supovitz
Robert Goldwater
 312 pp. • Hardcover

Every step of the planning process for developing, planning, managing, and executing flawless sports events is explored in this authoritative Second Edition of **The Sports Event Management and Marketing Playbook**.

Along with practical checklists, tables, figures, and forms, **The Sports Event Management and Marketing Playbook, Second Edition**, features illustrative Sideline Stories that include more real-life anecdotes from the field, providing vivid examples of best practices, as well as plays proven best to avoid. It also features revised Post-Play Analysis summary sections and Coach's Clipboard review exercises reflecting new content per chapter.

CONTENTS

Foreword by Roger S. Goodell, Commissioner of the National Football League. Play 1. Defining and Developing Objectives, Strategies, and Tactics. Play 2. Identifying Costs. Play 3. Identifying Revenue Streams. Play 4. Soliciting and Selecting Host Cities and Venues. Play 5. Starting the Clock on the Sports Event Planning Process. Play 6. Understanding the Sports Event-Sponsor Relationship. Play 7. Teaming with Sponsors. Play 8. Maximizing and Servicing the Media Partnership. Play 9. Activating the Sports Event Marketing Plan. Play 10. Engaging the Community. Play 11. Accommodating and Managing Guests. Play 12. Presenting Your Event. Play 13. Working with Broadcasters. Play 14. Managing for the Unexpected. Play 15. Reviewing the Game Tapes. Play 16. Planning Your Future in Sports Event Management and Marketing. Appendices. Index.

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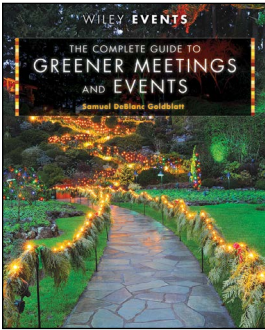


Festival and Special Event Management, 5th Edition

Johnny Allen
William O'Toole
Robert Harris
Ian McDonnell
 400 pp. • Softcover

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Part 1: Event Context. 1. An Overview of the Event Field. 2. Perspectives on Events. 3. Event Impacts and Legacies. **Part 2:** Planning. 4. The Strategic Planning Function. 5. Conceptualizing the Event. 6. Project Management for Events. 7. Financial Management and Events. 8. Human Resource Management and Events. 9. Marketing Planning for Events. 10. Promotion: Integrated Marketing Communication for Events. 11. Sponsorship of Special Events. 12. Sustainable Event Management. 13. Event Tourism Planning. **Part 3:** Event Operations and Evaluation. 14. Staging Events. 15. Logistics. 16. Event Evaluation and Research. **Part 4:** Legal, Risk and OHS Management and Evaluation. 17. Legal Issues of Event Management. 18. Risk Management.



The Complete Guide to Greener Meetings and Events

Samuel deBlanc Goldblatt
320 pp. • Hardcover

While there are many reasons to incorporate sustainable practices into meetings and events—including saving costs and resources, protecting the environment, improving social issues, doing business more efficiently and effectively, and attracting new audiences—the number one reason to go green is to do business better.

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Part One: Innovation. 1. The Theory and Practice of Greener Meetings and Events. 2. Event Pollution. 3. Planning the Greener Event. 4. Measuring "Green". **Part Two:** Conservation. 5. Green Light: Sustainable Transportation. 6. Waste Management. 7. Energy and Water. 8. Green Cuisine and Eco-Chic Décor. 9. Greener Hotels, Venues, and Vendors. **Part Three:** Education. 10. Social Sustainability. 11. Greener Meeting and Event Marketing. 12. Greener Events in Practice.

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Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Exhibitions, 2nd Edition

Chris Preston
Leonard H. Hoyle
320 pp. • Hardcover

From the basics of promoting an event to the use of events as marketing strategies themselves, Preston provides straightforward advice and information on all the latest event marketing techniques.

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Events Exposed: Managing and Designing Special Events

Lena Malouf
256 pp. • Hardcover

Events Exposed delivers straightforward advice on operating a successful special events business, gleaned from Malouf's 40+ years in the event planning industry.

CONTENTS

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