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Lessons in Excellence from Charlie Trotter

Paul Clarke
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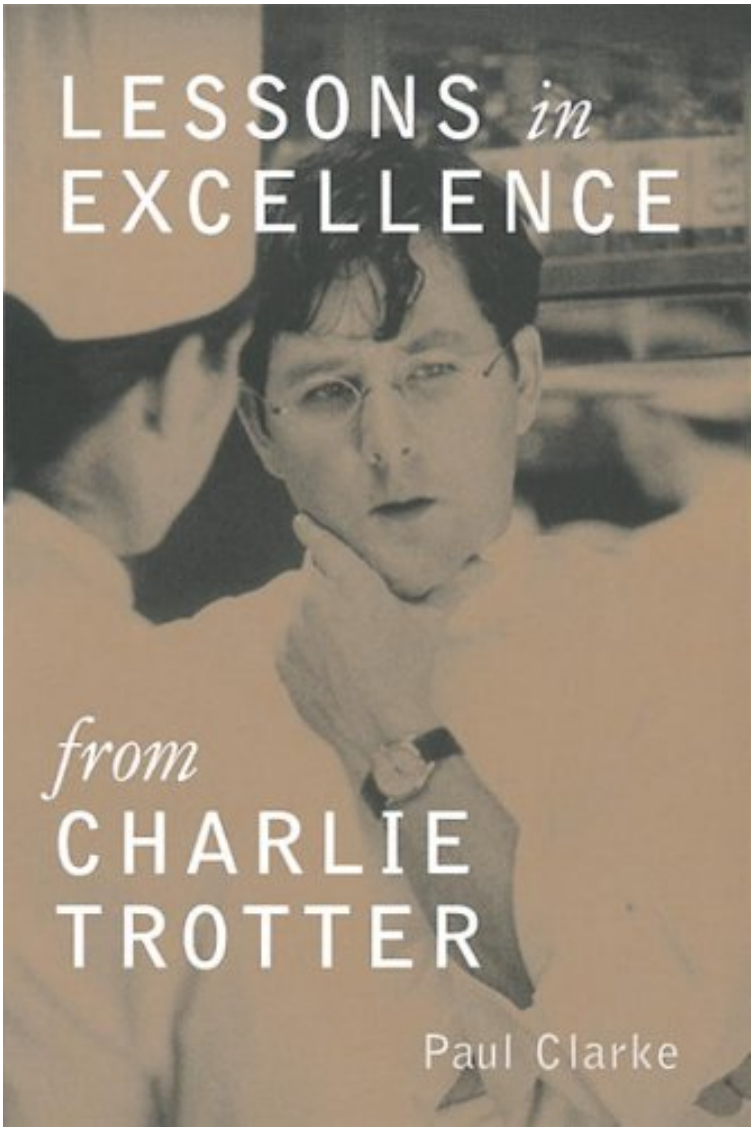

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Paul Clarke : Lessons in Excellence from Charlie Trotter before purchasing it in order to gage whether or not it would be worth my time, and all praised Lessons in Excellence from Charlie Trotter:

15 of 15 people found the following review helpful. I strongly recommend this book -- it is excellent!By John B. SpenceAs a management consultant to top companies world wide (Merrill Lynch, Microsoft, IBM, GE, Abbott, PepsiCo...) I read a minimum of 120 business books every year, and have since 1989. My personal library is nearly 3,000 volumes and I would put "Lessons in Excellence from Charlie Trotter" in my top 5 for books on understanding what it truly takes to build a superior business.I agree with another reviewer that you will likely not find any ideas that are shockingly innovative, but what you will find is a clear and detailed description of the business philosophy that has

allowed Charlie Trotter to create one of the most respected restaurants in the world. You will also see that the fundamental strategies that Charlie Trotter focuses on are absolutely 100% transferable to any business that is serious about achieving excellence in their industry.I have recommended this book to my clients for years, I use Charlie Trotter as a case study in many of my workshops, I have applied the ideas in this book directly to one of my other companies (an advertising firm I own) with tremendous success, and I have dined at Charlie Trotter's restaurant to verify that they actually live the ideas in this book... and they do!If you are genuinely serious about building a business that is passionate and disciplined in striving for excellence - this is a must read.John Spence[...]0 of 0 people found the following review helpful. The right book for industry relevant ideas to improve your management styleBy christopher robertsonIf you have been a manager for any length of time someone has told you about books like Who Moved My Cheese and The One Minute Manager and if you are in the hospitality biz sure you're reading the trades but this book combines practical and actionable insight into the interworkings of one of the greatest upscale American restaurants in detail and in a way that remains relevant to most any op model. A lot of the book is geared to a more broad non industry specific reader base but there is more than a fair share of great ideas to help you better manage your restaurant and drive higher levels of expectation for both your staff and yourself.0 of 0 people found the following review helpful. Five StarsBy Alexanderthank you

An insiderrsquo;s look into the award-winning restaurant of internationally acclaimed chef Charlie Trotter, with techniques and strategies to create top-tier service, food, and atmosphere.Charlie Trotter's Chicago restaurant is not only one of the premier eating experiences in America, it serves also as the model of a thriving business whose cutting-edge approach to management is setting new standards for quality, efficiency, and profitability. In fact, people in just about any field can learn from Charlie's methods. For this breakthrough business guide, journalist Paul Clarke conducted in-depth interviews with Charlie and his associates, distilling invaluable lessons for entrepreneurs and hospitality professionals who are committed to creating highly respected and innovative businesses. Anyone who wants to improve their business will be sure to learn something new from this Midwestern dynamo.

From BooklistCreating a world-class restaurant requires command of more talents than cooking alone. A wise chef must master all the arts: painting, music, architecture, and even dance, all of which combine in any consummate dining experience. A chef must also acquire business skills: accounting, human resources, management, finance, media relations--an error in any one of those compromising dining perfection. Chicago's Charlie Trotter has conquered all those areas, and Clarke has focused on Trotter's noncooking aptitudes to find insights into the success of Trotter's restaurant and, by extension, any other thriving enterprise. Based on Tom Peters' standards of excellence, Clarke's analysis reveals how Trotter himself works and how he engenders similar excellence in his restaurant staff. It may offend conventional wisdom to enthrone a chef as a paragon of outstanding business leadership, but given the choice in leadership role models, what makes the world a better place: Attila the Hun's heads on pikes or a creative chef's savory pike on fiddleheads? Mark KnoblauchAbout the AuthorPaul Clarke is director of business development at Q1 Consulting,nbsp;a Chicago-based consultancy that helps food and beverage companies and restaurant chains to develop winning business strategies fueled by marketing research and data. For 10 years prior, he wasnbsp;VP sales and marketing at Sandelman.nbsp;Early in his career, Clarke was editor atnbsp;Chefnbsp;magazine,nbsp;read by 50,000 chefs, and a public relations executive, representing chef-driven restaurants and luxury brands. Clarke attended Tulane University and is a graduate of Loyola University Chicago, where he earned a BA in English literature and an MBA. He is a native of the Chicago area, resides in Barrington, Ill., and is a proud father of four.