

Case Studies Book from EI Focuses on Food Service Management Issues

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Readers must take a business perspective in dealing with challenging management situations presented in the second edition of 'Case Studies in Food Service Management,' recently published by the American Hotel & Lodging Educational Institute (EI).

William P. Fisher, Ph.D., Darden Eminent Scholar Chair Professor in the Rosen School of Hospitality Management, University of Central Florida, reviewed, revised and added to this book of case studies, writing three new cases and creating additional discussion questions and points for instructors for each of the book's 26 case studies.

Fisher brings his expertise as former CEO and president of the American Hotel & Lodging Association and former CEO and president of the National Restaurant Association to these food service management cases, which cover topics in service management, leadership, human resources, menu planning, and purchasing. Readers build critical thinking and problem solving skills as they work through situations in a variety of food service settings, including restaurants, hotels, clubs, and resorts.

In addition to the book of case studies, there is an instructor/facilitator version available that includes points for discussion relevant to the questions posed in each of the case studies. The case studies can be used as an effective training tool with management trainees in an industry setting, as well as with students in a hospitality management classroom.

Case Studies in Food Service Management is available for \$38.00 (\$20.00 for AH&LA members). The facilitator's version is \$83.00 (\$60.00 for AH&LA members). To order, call 800-752-4567 or 517-372-8800. (Outside the U.S. and Canada, call 407-999-8100). Or visit EI's web site at www.ei-ahla.org.

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