

Roy MacNaughton, Co-Founder Of Restaurant Marketing For Free.com, Announces The Online Publication Of His New E-Book By The Same Name

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This 88-page e-book is a distillation of the tried and true ways of 'marketing' for the restaurant industry - and the suppliers to it - combined with more than 30 cutting edge tactics to use on the Internet when marketing one's restaurant or food service outlet.



He wrote this book because of the crying need for specific ways the independent, chef-owned, Mom & Pop operators could use marketing to survive this hyper-competitive arena and battered economy.

MacNaughton adds his 30 year career in international food service operations and marketing, combined with the brilliance of Sherman Hu, Internet marketing wizard...to provide the Independent restaurateur with an immediately useful guide to the labyrinth called "restaurant marketing" today. More importantly, each of the tactics offered in this book are at very low cost...or no cost whatsoever.

The e-book costs 'nothing-rien-nada', it can be accessed and [downloaded here](#).

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