

## Managefirst Controlling Foodservice Costs

The NRAEF is introducing a new program as part of its strategic focus on recruitment and retention. This new management training certification program is based on a set of competencies defined by the restaurant, foodservice and hospitality industry as those needed for success. NRAEF ManageFirst Program leads to a new credential, ManageFirst Professional (MFP), which is part of our industry career ladder. This competency-based program includes 12 topics, each with a competency guide, exam, instructor resources and certificate. Trainees earn a certification for each exam passed. The topics and exams are aligned to typical on-campus courses. This is the NEW! Exam Prep Guide for Controlling Foodservice Costs.

Purchasing: Selection and Procurement for the Hospitality Industry, 9th Edition is a learning-centered text that includes several pedagogical enhancements to help students quickly acquire and retain important information. It is written for those who will be involved with some phase of purchasing throughout their hospitality careers. This text 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

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within the hospitality industry. Purchasing: Selection and Procurement for the Hospitality Industry is the comprehensive and up-to-date hospitality purchasing text available today.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. This text focuses on PRINCIPLES OF FOOD AND BEVERAGE MANAGEMENT topics. It includes essential content plus learning activities, case studies, professional profiles, research topics and more that support course objectives. The text and exam are part of the ManageFirst Program® from the National Restaurant Association (NRA). This edition is created to teach restaurant and hospitality students the core competencies of the Ten Pillars of Restaurant Management. The Ten Pillars of Restaurant Management is a job task analysis created with the input and validation of the industry that clearly indicates what a restaurant management professional must know in order to effectively and efficiently run a safe and profitable operation. The ManageFirst Program training program is based on a set of competencies defined by the restaurant, hospitality and foodservice industry as those needed for success. This competency-based program features 10 topics each with a textbook, online exam prep for students, instructor resources, a certification exam, certificate, and

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credential. The online exam prep for students is available with each textbook and includes helpful learning modules on test-taking strategies, practice tests for every chapter, a comprehensive cumulative practice test, and more! This textbook includes an exam answer sheet to be used with the paper-and-pencil version of the ManageFirst certification exam.

"This textbook shows students how food service professionals create and deliver guest-driven service, enhance value, build guest loyalty, and promote repeat business. Students will learn how every aspect of a food service operation contributes to the guest experience and will explore unique features of a variety of food and beverage operations."--Publisher

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Competency Guide is designed to align with a Cost Control or Operations Management course. Competency Guides and Textbooks: Most guides are 150-200 pages in length and are designed to be used with traditional textbooks for each course area. Each guide contains the essential content for that topic, learning activities, assessments, case studies, suggested field trips & research projects, professional profiles and testimonials. Instructor resources are available electronically and include competency guide content, notes indicating points to be emphasized, recommended activities and discussion questions, and answers to all activities and case studies. Exams: Exams accompany each topic covered in the competency guides. Pencil and paper and online exam formats are offered. They typically are proctored on campus at the end of a course by faculty. Certificates: The NRAEF provides a certificate to students upon successfully passing each exam. The certificates are endorsed by the NRAEF and feature the student's name and the exam passed. The certificates are a lasting recognition of a student's accomplishment and a signal to the industry that the student has mastered the competencies covered within a particular topic. Credential: Upon successful completion of five NRAEF ManageFirst Program exams (including three predefined core topics, one foundation topic, and ServSafe Food Safety) a student is awarded the NRAEF ManageFirst Professional (MFP) credential.

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There is no additional charge for the credential. The program is targeted at the academic community. The program is flexible for use at two-year or four-year restaurant, foodservice and hospitality programs, proprietary schools and technical/vocational career education schools. If you are interesting in purchasing managefirst for your organization and you are NOT affiliated with a school or university, please email [managefirst@pearson.com](mailto:managefirst@pearson.com) so we can have someone from our business and industry group contact you directly.

One folded examination answer sheet attached.

In *The Zero Marginal Cost Society*, New York Times bestselling author Jeremy Rifkin describes how the emerging Internet of Things is speeding us to an era of nearly free goods and services, precipitating the meteoric rise of a global Collaborative Commons and the eclipse of capitalism. Rifkin uncovers a paradox at the heart of capitalism that has propelled it to greatness but is now taking it to its death—the inherent entrepreneurial dynamism of competitive markets that drives productivity up and marginal costs down, enabling businesses to reduce the price of their goods and services in order to win over consumers and market share. (Marginal cost is the cost of producing additional units of a good or service, if fixed costs are not counted.) While economists have always welcomed a reduction in marginal cost, they never anticipated the possibility of a

technological revolution that might bring marginal costs to near zero, making goods and services priceless, nearly free, and abundant, and no longer subject to market forces. Now, a formidable new technology infrastructure—the Internet of things (IoT)—is emerging with the potential of pushing large segments of economic life to near zero marginal cost in the years ahead. Rifkin describes how the Communication Internet is converging with a nascent Energy Internet and Logistics Internet to create a new technology platform that connects everything and everyone. Billions of sensors are being attached to natural resources, production lines, the electricity grid, logistics networks, recycling flows, and implanted in homes, offices, stores, vehicles, and even human beings, feeding Big Data into an IoT global neural network. Prosumers can connect to the network and use Big Data, analytics, and algorithms to accelerate efficiency, dramatically increase productivity, and lower the marginal cost of producing and sharing a wide range of products and services to near zero, just like they now do with information goods. The plummeting of marginal costs is spawning a hybrid economy—part capitalist market and part Collaborative Commons—with far reaching implications for society, according to Rifkin. Hundreds of millions of people are already transferring parts of their economic lives to the global Collaborative Commons. Prosumers are plugging into the fledgling IoT and

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making and sharing their own information, entertainment, green energy, and 3D-printed products at near zero marginal cost. They are also sharing cars, homes, clothes and other items via social media sites, rentals, redistribution clubs, and cooperatives at low or near zero marginal cost. Students are enrolling in free massive open online courses (MOOCs) that operate at near zero marginal cost. Social entrepreneurs are even bypassing the banking establishment and using crowdfunding to finance startup businesses as well as creating alternative currencies in the fledgling sharing economy. In this new world, social capital is as important as financial capital, access trumps ownership, sustainability supersedes consumerism, cooperation ousts competition, and "exchange value" in the capitalist marketplace is increasingly replaced by "sharable value" on the Collaborative Commons. Rifkin concludes that capitalism will remain with us, albeit in an increasingly streamlined role, primarily as an aggregator of network services and solutions, allowing it to flourish as a powerful niche player in the coming era. We are, however, says Rifkin, entering a world beyond markets where we are learning how to live together in an increasingly interdependent global Collaborative Commons.

"ManageFirst Program, National Restaurant Association."

This book is a brief competency guide which is focused on Controlling

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"A core credential topic of the NRAEF certificate program"--Cover.

Includes one folded examination answer sheet, five blank pages for notes and index.

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Fundamentals of Menu Planning, Third Edition presents a complete overview of key aspects of menu planning, including designing, writing, costing, marketing, and merchandising a menu. Reflecting the latest menu trends in the restaurant industry, the authors show how research, surveys, and sales analysis are key to menu planning and design. With updated nutrition and menu planning information, an expanded collection of sample menus, new appendices and resources, numerous forms, tables, and worksheets, and more practice problems, this guide is key to the success of the overall foodservice enterprise. A comprehensive guide to managing human resources in the hospitality industry

Managing human resources in the hospitality industry presents special challenges, including highly diverse employee backgrounds and roles, an ever-present focus on guest services, and organizational structures that often diverge from generic corporate models. By making such industry-specific concerns the cornerstone of its approach, "Human Resources Management in the Hospitality Industry" provides the definitive guide to successfully employing people in a hospitality organization. The book approaches hospitality human resource (HR) management as a decision-making practice that affects the performance, quality, and legal compliance of the hospitality business as a whole. Beginning with a foundation in the hospitality industry, employment law, and HR policies, the coverage includes recruitment, training, compensation, performance appraisal, environmental and safety concerns, ethics and social responsibility, and special issues. Throughout the book, "Human Resources Management in the Hospitality Industry" focuses on unique HR dilemmas faced by managers in the hospitality industry, including: Understanding the needs of a broad employee group, from hourly workers with tip credit eligibility questions to high-level accountants ensuring Sarbanes-Oxley compliance How hospitality managers who must act as one-person HR departments can make effective decisions and understand the consequences to themselves, their workers, and employers Working with labor

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unions in the hospitality industry using the labor-related legislation that affects the industry Managing employees in a global hospitality enterprise Practical and realistic case studies and numerous examples from various hospitality operations bring the material alive. Internet activities, learning objectives, "It's the Law" features, current events discussions, review questions, and other important features also help create a dynamic learning experience for readers. Written by two authors experienced in both hospitality management and education, "Human Resources Management in the Hospitality Industry" represents the most comprehensive, technically accurate, and valuable resource available on the topic.

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technical/vocational career education schools.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. This text focuses on HOSPITALITY & RESTAURANT MARKETING topics. It includes essential content plus learning activities, case studies, professional profiles, research topics and more that support course objectives. The text and exam are part of the ManageFirst Program® from the National Restaurant Association (NRA). This edition is created to teach restaurant and hospitality students the core competencies of the Ten Pillars of Restaurant Management. The Ten Pillars of Restaurant Management is a job task analysis created with the input and validation of the industry that clearly indicates what a restaurant management professional must know in order to effectively and efficiently run a safe and profitable operation. The ManageFirst Program training program is based on a set of competencies defined by the restaurant, hospitality and foodservice industry as those needed for success. This competency-based program features 10 topics each with a textbook, online exam prep for students, instructor resources, a certification exam, certificate, and credential. The online exam prep for students is available with each textbook and includes helpful learning modules on test-taking strategies, practice tests for every chapter, a comprehensive cumulative practice test, and more! This textbook includes an exam answer sheet to be used with the paper-and-pencil version of the ManageFirst certification exam.



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Includes ManageFirst core credential topics with paper and pencil answer sheet. Industry-driven curriculum that launches students into their restaurant and foodservice career! Curriculum of the ProStart(R) program offered by the National Restaurant Association. The National Restaurant Association and Pearson have partnered to bring educators the most comprehensive curriculum developed by industry and academic experts.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. This text focuses on NUTRITION topics. It includes essential content plus learning activities, case studies, professional profiles, research topics and more that support course objectives. The text and exam are part of the ManageFirst Program® from the National Restaurant Association (NRA). This edition is created to teach restaurant and hospitality students the core competencies of the Ten Pillars of Restaurant Management. The Ten Pillars of Restaurant Management is a job task analysis created with the input and validation of the industry that clearly indicates what a restaurant management professional must know in order to effectively and efficiently run a safe and profitable operation. The ManageFirst Program training program is based on a set of competencies defined by the restaurant, hospitality and foodservice industry as those needed for success. This competency-based program features 10 topics each with a textbook, online exam prep for students, instructor resources, a certification exam,

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from our business and industry group contact you directly.

For nearly two decades, *On Cooking: A Textbook of Culinary Fundamentals* has instructed thousands of aspiring chefs in the culinary arts. The Fifth Edition Update continues its proven approach to teaching both the principles and practices of culinary fundamentals while guiding you toward a successful career in the culinary arts. *Teaching and Learning Experience:* The text's time-tested approach is further enhanced with MyCulinaryLab(tm), a dynamic online learning tool that helps you succeed in the classroom. MyCulinaryLab(tm) enables you to study and master content online-in your own time and at your own pace Builds a strong foundation based on sound fundamental techniques that focus on six areas essential to a well-rounded culinary professional--Professionalism, Preparation, Cooking, Garde Manger, Baking, and Presentation A wealth of chapter features helps you learn, practice, and retain concepts This is the stand alone version of the text. A package is available containing both the text and MyCulinaryLab with Pearson eText using ISBN: 0133829170.

This text focuses on NUTRITION topics. It includes essential content plus learning activities, case studies, professional profiles, research topics and more that support course objectives. The text and exam are part of the ManageFirst Program(r) from the National Restaurant Association (NRA). This edition is

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THE definitive book for food safety training and certification With its comprehensive coverage of key food safety concepts, the ServSafe Coursebook with Online Exam Voucher 7th edition will completely prepare readers for the ServSafe Food Protection Manager Certification Exam, and, more importantly, it will promote adherence to food safety practices in the workplace. It

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is the ideal solution for the academic setting, multiple-day training, or individuals in need of more extensive food safety training. Food safety has never been more important to the restaurant industry and its customers. Based on the 2013 FDA Food Code, the ServSafe Coursebook focuses on the preventative measures to keep food safe. The content in the ServSafe Coursebook goes beyond the principles found in the ServSafe Manager Book and adds greater depth and breadth of food safety practices by featuring expanded sections on food defense, high-risk populations, active managerial control, and crisis management. Food safety topics are presented in a user-friendly, practical way with real-world case studies and stories to help readers understand the day-to-day importance of food safety. ServSafe Coursebook is perfect for a 16 week college semester. Developed by the industry, for the industry, ServSafe is a proven way to minimize risk and maximize protection for foodservice owners, employees, and customers. Recognized as the industry standard, ServSafe offers a complete suite of printed and online products and is the most important ingredient to food safety training and certification success.

Includes detachable examination answer sheet in front of book.

What Is Exam Prep? New to the Second Edition of ManageFirst, this exceptional online offering is available separately or packaged with each of the textbooks.

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Whether students are studying for the ManageFirst certification exam or cramming for finals, this interactive tool will provide students with every opportunity to succeed! Conveniently delivered in a user-friendly platform, each instance of ManageFirst Exam Prep includes helpful learning modules on test-taking strategies, practice tests for every chapter, a comprehensive cumulative practice test, and more!

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