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ManageFirst: Hospitality & Restaurant Marketing with Online Test Voucher (2nd Edition)

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Appropriate for HOSPITALITY & RESTAURANT MARKETING courses within Culinary Arts and Hospitality Management departments.

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 online testing voucher to be used with the online version of the ManageFirst certification exam.

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