



Entrepreneurial Insanity in the Restaurant Business: When Doing the Same Things Do Not Produce Different Results...

Roger McManus, Mark Garcia

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Roger McManus, a battle-scarred, veteran entrepreneur, teams up with Chef Mark Garcia to develop an entirely different perspective on the subject of restaurant ownership. Entrepreneurial Insanity in the Restaurant Business challenges the reader to keep the art of cooking and food design in perspective, but to get real about the business of selling food! The ideas in this book will forever change how the motivated restaurateur will view his or her profession -- and life. The concept behind the Entrepreneurial Insanity series rests on that premise; love what you do, but work toward having a life and a business that are separate entities. Chances are very good that someday these two entities will want (or need) to take divergent paths. Mark and Roger have created a book that makes the distinction between owning a restaurant and owning a business asset very clear. It is the difference between owning a small business and being an entrepreneur! This book lays out the case for, and the strategy by which, professional restaurateurs can grow their business and their freedom.

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