



Restaurant Psychology for Everyone

Robert Swianworter

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Going out for dinner should have the same effect on the mind as a full body massage has on the muscles. The enemy of this state of satisfied relaxation is a restaurateur who is unaware of the dangers of an unbalanced desire for short-term profit. His accomplice is a customer who has limited understanding of how his own behaviour contributes to a stress-free meal. Good manners are all too often neglected because they are undervalued. However, when the reasons for neglect are examined, interesting truths are revealed. A restaurant, by its intimate nature, typifies all that can be expected of a service provider; therefore all businesses, employers and employees can benefit from the principles involved in running a successful restaurant. Restaurant Psychology for Everyone forces readers to honestly evaluate their business practices and behaviour patterns. When we learn how to put ourselves in someone else's shoes our lives are less troubled by complications and far more stress free. Empathetic and yet at times brutally frank, Restaurant Psychology for Everyone is a non-academic book that stays within the boundaries of realistic expectations.

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