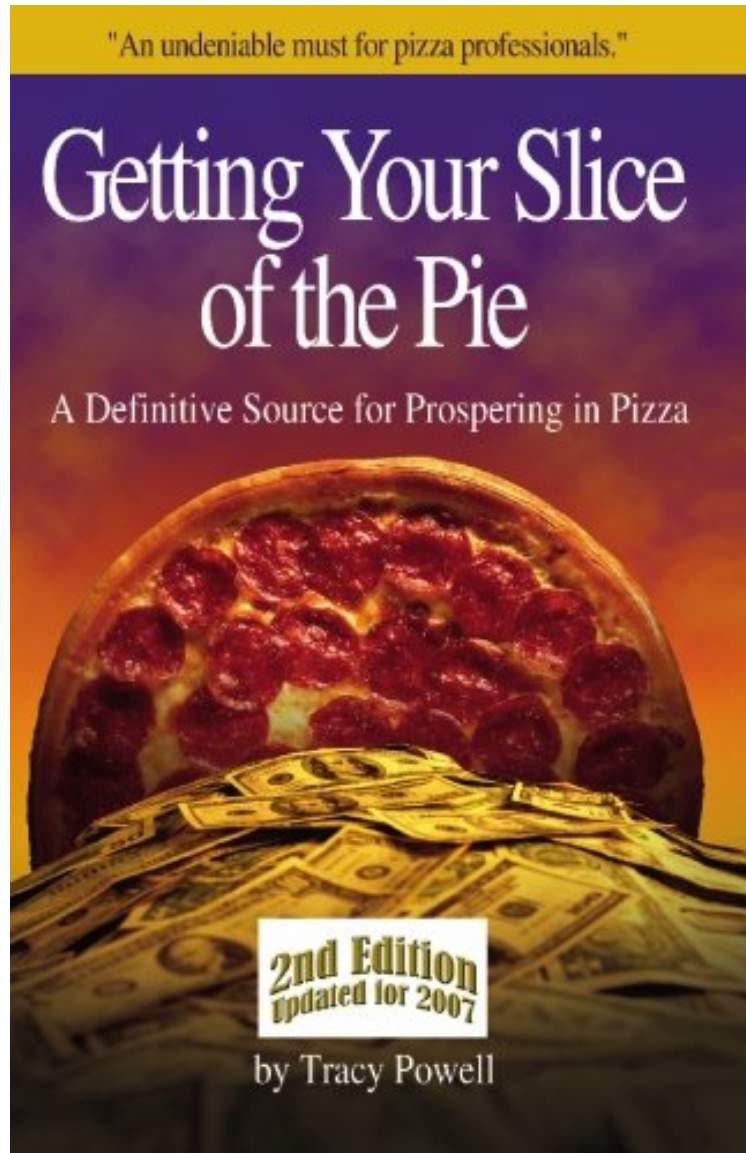


Getting Your Slice of the Pie: A Definitive Source for Prospering in Pizza

Tracy Powell

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Tracy Powell : Getting Your Slice of the Pie: A Definitive Source for Prospering in Pizza before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Your Slice of the Pie: A Definitive Source for Prospering in Pizza:

2 of 4 people found the following review helpful. Great bookBy VinceFI don't think any book could accurately depict

owning any type of business this one appears to give excellent insight into the specifics of the pizza shop. A must read for anyone considering a food business. 11 of 11 people found the following review helpful. "informative and interesting--a little rushed" By David G. Stokes Let me start by saying I enjoyed reading this book a great deal. A lot of information concerning mixers, ovens, and other topics were covered. Too much repetition, as well as too much focus on statistics of the big companies was a downer. As a pizza aficionado and person looking into the pizza business I would have liked a little more advice for beginners. I got the same vibes as the reviewer from Illinois, the author could have done a better job. All in all, this is a great introductory book. I think Tracy Powell should re-write this book from a whole different point of view: From the conception of a small pizza shop to the grand opening/first \$1.00. I guess some of us are either dumber or more afraid of taking the plunge into entrepreneurship. Sometimes it just takes a little push! 1 of 1 people found the following review helpful. Some Good Info, But Poorly Written By Patchwork Girl This book does have a few helpful tips and some good ideas, however it is poorly written/edited. It is clear that the author has little writing experience, and the result is jumbled information, a lot of repetition, and quite a few irrelevant statistics. That said, I did glean a few ideas from this book as I skimmed through. My advice is to borrow this book from a friend or library and spend a couple of hours with it, rather than buying it.

Equipped with the latest inside pizza-industry information allows you to not only compete, but win in the exciting world of pizza! Learn where the hot markets are, how to successfully implement winning menu strategies, and effectively control costs. "Getting Your Slice of the Pie" includes the stories behind today's intriguing pizza personalities, secrets to top companies' success, where pizza came from and where it's going, the latest trends, technology that makes pizza so profitable, and advice on starting your own pizza restaurant.

"Whether the pizza parlor owner is thinking small or big, this book covers all necessary bases." -- Writer's Digest A very welcome and authoritative volume written by someone who truly has their finger on the pulse of the industry. -- Robin Weinrich, Sirius Technologies This book is a necessary tool for understanding your pizza business, whether a startup, next generation, or eyeing chain expansion. -- Vince Cianfichi, owner of Vince the Pizza Prince, Scranton, PA, Oct. 2001 This book isn't about pizza recipes; it's about the recipe of success in managing your pizza business. -- Antoine Bakhache, CEO Pizza Corner, India This book...provides a very readable overview of the nitty gritty of the pizza business. Filled with instructive anecdotes. -- Drew McCarthy, Canadian Pizza Magazine Whether the pizza parlor owner is thinking small or big, this book covers all necessary bases. -- Writer's Digest, Nov. 2002 From the Publisher The only pizza industry how-to on the shelves today, written to share all the information one needs to know to open his or her own shop, or continue running a pizza restaurant more efficiently. From the Author Pizza has become one of the world's only recession-proof commodities--get armed with the best information available in pizza now!