Notes

Chapter Three

1. For more on Danny Meyer’s approach to hospitality (the term he prefers to “service”), we recommend his *Setting The Table: The Transforming Power of Hospitality in Business*, HarperCollins, New York, 2006.


Chapter Five


Chapter Six

3. A caution: Such changes should be made carefully, intelligently, and flexibly. The routines of the professional kitchen—like other artisanal environments—have developed over centuries. Thousands of subtle details and “tradeskills” are embedded in the traditional kitchen’s routines, and in those who have apprenticed in them. When applying a modern manufacturing-based approach to such an environment, the unique advantages of the artisanal traditions must be preserved along with the advantages of the new ways you bring in. This kind of integration requires a soft touch.

Chapter Seven


Chapter Nine


Chapter Ten

1. http://www.wired.com/techbiz/it/magazine/16-03/ff_free

5. CD Baby confirmation letter as of April 2009.


Chapter Eleven


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