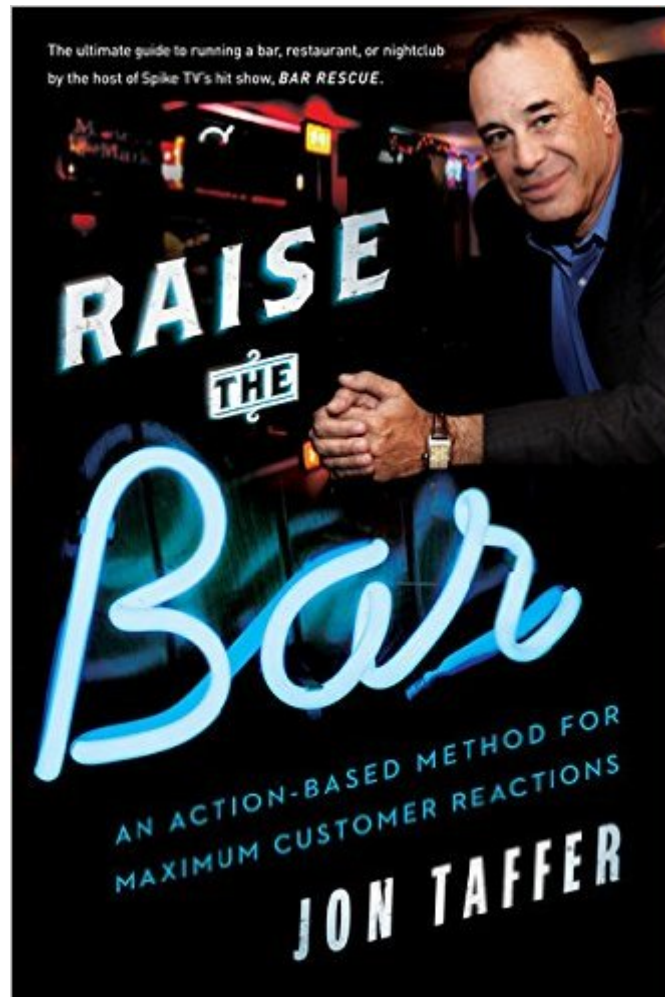


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# Raise The Bar: An Action-Based Method For Maximum Customer Reactions



## Synopsis

If there's anyone who can prevent a bar or restaurant from going belly up, it's Jon Taffer. Widely considered the greatest authority in the food and beverage, hotel, and hospitality industries, he runs the biggest trade show in the business and has turned around nearly 1,000 bars and at least that many restaurants. As host and co-producer of Spike TV's Bar Rescue, a documentary-style series, Taffer gives struggling bars one last chance to succeed with a mixture of business acumen and tough love. Now he's offering his no-nonsense strategy for eliciting just the right emotional reactions in customers to everyone. Raise the Bar distills the secrets to running a successful enterprise with Reaction Management, a strategy and philosophy Taffer developed and uses in his business and on Bar Rescue. It works whether you're running a storefront operation or a web-based company, whether you're manufacturing widgets or providing a service. Taffer's overarching philosophy is this: All business is about creating the right reactions in your customers. Even better: You can control those reactions to a very large degree. Raise the Bar is the definitive manual on transforming a bar or restaurant with actionable, proven strategies for immediate impact.

## Book Information

Hardcover: 256 pages

Publisher: New Harvest (October 8, 2013)

Language: English

ISBN-10: 0544148304

ISBN-13: 978-0544148307

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 15.5 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars See all reviews (266 customer reviews)

Best Sellers Rank: #27,945 in Books (See Top 100 in Books) #17 in Books > Business & Money > Industries > Service #40 in Books > Business & Money > Marketing & Sales > Customer Service #463 in Books > Business & Money > Processes & Infrastructure

## Customer Reviews

In the words of Fat Amy in the trailer for Pitch Perfect Two when she crashes down the dormitory stairs on a sledding disc, Jon Taffer also "Crushed it" in his book Raise the Bar. I've never watched the show, Bar Rescue, however who isn't familiar with Taffer and the work he's done to help turnaround failing bars and restaurants across the U.S.? My business partner and

editor, Michael Perlis, covered one of Taffer's packed conventions in Vegas last year and was equally impressed. (Read Michael's coverage here:

<http://evewine101.com/2014/05/03/perlis-picks-2014-nightclub-bar-convention-trade-show>) Taffer actually came to my Santa Clarita neighborhood and worked changing The Tailgate into The Shot Exchange. (The story:

<http://www.hometownstation.com/santa-clarita-news/business/tv-show-bar-rescue-features-santa-clarita-bar-shot-exchange-39833> update:

<http://www.barrescueupdates.com/2014/04/bar-rescue-shot-exchange-tailgate-update.html> and Facebook page: <https://www.facebook.com/theshotexchange>) The biggest takeaway I got from Taffer's book was how his business acumen could apply to much more than the bar industry. My notes are below, in digestible one-liners: Proper clothing on the staff and makeup for women is seen as professional. Delays in being seated or after requesting the check affects the overall perception. Problems encountered by customers are not always voiced, they just don't return. Being a "Foodie" is not a qualification to run a restaurant. Your business must have procedures and manuals in place. A customer's laughter is a sign of success. Focus on your guest's reactions (on social networks or in person) not on spending money on advertising in media.

Bought this for a Bar Rescue fan and decided to read it since it arrived well before Christmas when I am going to give it to them. Overall the book may have some useful advice if you work specifically in a bar or restaurant but even then the advice given is highly questionable. If you have watched an episode of Bar Rescue you already know everything that is stated in this book and have no reason to waste money on it. If one thing is certain after reading this book Jon Taffer thinks he is a god and is absolutely in love with himself. The entire book is bragging about his accomplishments primarily using examples from the show Bar Rescue. The following quote from page 211 gives an idea of what you will read on every page about how much Taffer loves himself "As a professional consultant, someone who has owned a lot of businesses, and president of the largest bar and nightclub trade show in the country." If you think Jon Taffer is the most fantastic human being to ever walk on this earth this book will definitely reinforce your thinking. It's like he is in a job interview with you and reiterating his accomplishments from his resume over and over again. Bars that have failed after being "rescued" by Taffer are blamed as the problem he accepts no type of responsibility in any failures throughout the book. Anyone with an internet connection can look up the reality of what happens after an episode of Bar Rescue has been filmed. Some bars have been

sued because Tafter failed to get necessary permits, others have failed because the window dressing he provides can't save a bar that is in a horrible location, read up on it if you have been believing the great success that is reported on each episode at the end.

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