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Good Food, Great Business: How to Take Your Artisan Food Idea from Concept to Marketplace

By Susie Wyshak

Chronicle Books. Paperback. Book Condition: new. BRAND NEW, Good Food, Great Business: How to Take Your Artisan Food Idea from Concept to Marketplace, Susie Wyshak, For those ready to follow their foodie dreams (or at least start thinking about it), this book provides the tools to decide if creating a specialty food business is right for you. Whether the goal is selling a single product online or developing a range of gourmet foods for grocery chains, this handbook helps hopeful food entrepreneurs become experts in everything from concept and production to sales and marketing. The author uses real-life examples from more than 75 successful individuals and businesses to illustrate the good, the bad and the ugly of starting a food enterprise, providing links to useful charts and worksheets to simplify the process and keep entrepreneurs organised and focused.



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