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Perspectives on Consumer Behaviour - Włodzimierz Sroka 2020-06-26
This book explores key factors associated with consumer behaviour, from both a theoretical and practical perspective. It particularly focuses on the consumer in the 21st century — educated and conscious, but also impatient, disloyal and capricious. The book is divided into three main parts: the first part discusses the theoretical and legal aspects of consumers' behaviour, analysing the government's role in regulating consumer behaviour and the role of the European Union. The second part then examines organisational strategies, such as omni-channel retailing and branding products. And lastly, the third part describes consumer behaviours in the context of individual products and services, from coffee to energy.
Information Systems for Business - France Belanger 2018-04
Print-on-demand version
Business Driven Technology - Paige Baltzan 2012-02

Information Systems Engineering in Responsible Information Systems - Cinzia Cappiello 2019-05-23
This book constitutes the thoroughly refereed proceedings of the CAiSE Forum 2019 held in Rome, Italy, as part of the 31st International Conference on Advanced Information Systems Engineering, CAiSE 2019, in June 2019. The CAiSE Forum - one of the traditional tracks of the CAiSE conference - aims to present emerging new topics and controversial positions, as well as demonstration of innovative systems, tools and applications related to information systems engineering. This year's theme was "Responsible Information Systems". The 19 full papers and 3 short papers presented in this volume were carefully reviewed and selected from 14 direct submissions (of which 7 full papers were selected), plus 15 transfers from the CAiSE main conference (which resulted in another 12 full and 3 short papers).
Blueprint for Success - Ken Blanchard 2008-10
When we see the word blueprint we usually think of a technical drawing or other image rendered as white lines on a blue background produced by an architect. A blueprint is a detailed plan of action and everyone should develop a blueprint in order to plan for success in life. The men and women in this book have, in

interesting and innovative ways, developed their own blueprints that paved the way for their success.

Understanding Consumer Decision Making - Thomas J. Reynolds 2001-05
The goal of this book is to help business managers and academic researchers understand the means-end perspective and the methods by which it is used, and to demonstrate how to use the means-end approach to develop better marketing and advertising strategy. The authors discuss methodological issues regarding interviewing and coding, present applications of the means-end approach to marketing and advertising problems, and describe the conceptual foundations of the means-end approach. This book is of interest to academic researchers in marketing and related fields, graduate students in business, marketing research professionals, and business managers. It is intended as a reference book containing ideas about the means-end approach and its applications.

Foodist - Darya Pino Rose 2013-05-07
In Foodist, Darya Pino Rose, a neuroscientist, food writer, and the creator of SummerTomato.com, delivers a savvy, practical guide to ending the diet cycle and discovering lasting weight-loss through the love of food and the fundamentals of science. A foodist simply has a different way of looking at food, and makes decisions with a clear understanding of how to optimize health and happiness. Foodist is a new approach to healthy eating that focuses on what you like to eat, rather than what you should or shouldn't eat, while teaching you how to make good decisions, backed up by an understanding of what it means to live a healthy lifestyle. Foodist: Using Real Food and Real Science to Lose Weight Without Dieting is filled with tips on food shopping, food prep, cooking, and how to pick the right restaurants and make smart menu choices.

Business-driven Information Systems - Paige Baltzan 2015

Jeffrey Gitomer's Little Platinum Book of Cha-ching! - Jeffrey Gitomer 2007
Presents thirty-three tips on personal and business success gleaned from the experiences and wisdom of John Patterson, founder of the National Cash Register Company.

From Idea to Web Start-up in 21 Days - Jason Glaspey 2010-09-29
Once upon a time, starting a business meant months of researching, refining business goals and writing business plans, talking to investors and banks, negotiating for loans, and raising money. But today, agile web development practices mean that you can almost launch on an idea and figure it out as you go. At least that's what authors Jason Glaspey and Scott Kveton and their colleague Michael Richardson did when starting bacn.com, an online bacon retailer. In this mouth-watering tale, they describe their process of starting a business on a shoestring, including the things they did right and the things they did wrong. Bacn.com didn't make them millionaires — not even close! But the lessons they learned have led to comfortable success on their follow-up ventures. And whether it's choosing a domain name or selecting the right content management systems, buying and storing inventory or figuring out fulfillment, using social media for marketing or finding a location to host an "epic" party, their stories will help you jumpstart your own web business.

Competing in the Information Age - Jerry N. Luftman 1996
Synthesizes a body of research and theories relating to the way firms can

undergo transformation in order to remain competitive in a changing business environment. This book includes the coordination and alignment of a firm's business strategy.

New Trends in Business Information Systems and Technology - Rolf Dornberger 2020-07-07
This book presents selected examples of digitalization in the age of digital change. It is divided into two sections: "Digital Innovation," which features new technologies that stimulate and enable new business opportunities; and "Digital Business Transformation," comprising business and management concepts that employ specific technological solutions for their practical implementation. Combining new insights from research, teaching and management, including digital transformation, e-business, knowledge representation, human-computer interaction, and business optimization, the book highlights the breadth of research as well as its meaningful and relevant transfer into practice. It is intended for academics seeking inspiration, as well as for leaders wanting to tap the potential of the latest trends to take society and their business to the next level.

Crowdfunding the Future - Lucy Bennett 2015
This book offers a wide range of perspectives and empirical research, providing analyses of crowdfunded projects, the interaction between producers and audiences, and the role that websites such as Kickstarter play in discussions around fan agency and exploitation, as well as the ethics of crowdfunding.

Communicate to Influence: How to Inspire Your Audience to Action - Ben Decker 2015-03-27
"The gold standard for communication training programs." —USA Today Business communication sucks. At each meeting and presentation, we are inundated with information, leaving us thirsting for inspiration. Sure, we will check off an action item because we have to . . . but what if we were actually inspired to do something? What if we were so moved that we wanted to do it? Leaders must earn the license to lead. Not by expertise, authority, or title alone, but by influence. In Communicate to Influence, you will learn the secrets of the Decker Method—a framework that has been perfected over the past 36 years. Ben and Kelly Decker add fresh insights to these proven principles so that you can ignite change and inspire action. Discover: The Five White Lies of Communicating: learn which barriers prevent you from getting better The Communicator's Roadmap: use a tool to visually chart what type of communication experience you create The Behaviors of Trust: align what you say with how you say it to better connect with your audience The Decker Grid: shift your message from self-centered, all about me content to relevant, audience-centered content that drives action You are called to communicate well. Not only on the main stage, under bright lights, but every time you speak with your colleagues, your clients, and other stakeholders. It's time to learn how. Stop informing. Start inspiring. BEN DECKER & KELLY DECKER are the leading experts in the field of business communication. They consult on messaging, cultivate executive presence among the leadership of Fortune 500companies and startups alike, and regularly deliver keynotes to large audiences. Together, they run Decker Communications, a global firm that trains and coaches tens of thousands of executives a year. Ben and Kelly live in the San Francisco Bay Area, where they constantly test

and refine communication techniques with their most demanding audience, their three boys.

Social Media Is Bullshit - B. J. Mendelson 2012-09-04
A provocative look at social media that dispels the hype and tells you all you need to know about using the Web to expand your business If you listen to the pundits, Internet gurus, marketing consultants, and even the mainstream media, you could think social media was the second coming. When it comes to business, they declare that it's revolutionizing advertising, PR, customer relations—everything. And they all agree: it is here to stay. In this lively, insightful guide, journalist and social critic B.J. Mendelson skillfully debunks the myths of social media. He illustrates how the notion of "social media" first came to prominence, why it has become such a powerful presence in the marketing field, and who stands to benefit each time it's touted in the press. He shows you why all the Facebook friends and Twitter followers in the world mean nothing to you and your business without old-fashioned, real-world connections. He examines popular tales of social media "success," and reveals some unsettling truths behind the surface. And he tells you how to best harness the potential of the Internet—without spending a fortune in the process. Social media is bullshit. This book gives the knowledge and tools you really need to connect with customers and grow your brand.

Information Systems Essentials with MISource 2007 - Stephen Haag 2006-11-13
9 chapters plus 3 appendices cover the traditional core material of MIS. A comprehensive set of group projects and e-commerce projects support an applied component to the course. Consistent with Haag's best-selling MIS for the Information Age, IS Essentials 2/e conveys the impact of IS on the individual with contemporary writing and lively examples.

No B.S. Marketing to the Affluent - Dan S. Kennedy 2019-06-18
THE SCARY TRUTH: The middle-class consumer population—and their buying power—is massively shrinking. Customers are buying less and in fewer categories. THE SILVER LINING: It takes no more work to attract customers from the explosively growing Mass-Affluent, Affluent, and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service, and experiences. In this new edition of No B.S. Marketing to the Affluent, millionaire maker Dan S. Kennedy shows you how to re-position your business, practice, or sales career to attract customers or clients for whom price is NOT a determining factor. Learn how to sell to those who will always be spending as Kennedy shines the spotlight on the practical strategies used by The Ritz-Carlton, Disney, Harrah's Entertainment, Dove, AARP, Dr. Oz, Starbucks, Williams-Sonoma, DeBeers, the health and wellness industry and many other fascinating and diverse true-life examples. You'll also discover how to: Use 10 surprising emotional buy triggers the affluent find irresistible Stop selling products and services and learn how selling aspirations and emotional fulfillment is more profitable Use Kennedy's Million-Dollar Marketing System. A step-by-step blueprint comparable to those developed for six-figure clients, ready for do-it-yourself use Apply the magic language of "membership" to any business for the affluent... from pizza shops and medical practices to retail stores and pet hotels

Web Form Design - Luke Wroblewski 2008-05-01

Forms make or break the most crucial online interactions: checkout (commerce), registration (community), data input (participation and sharing), and any task requiring information entry. In Web Form Design, Luke Wroblewski draws on original research, his considerable experience at Yahoo! and eBay, and the perspectives of many of the field's leading designers to show you everything you need to know about designing effective and engaging Web forms.

WIKIBRANDS: Reinventing Your Company in a Customer-Driven Marketplace - Sean Moffitt 2010-12-24

Learn how today's hottest, most successful businesses are tapping into social media and other customer-driven tools and technologies to build, expand, or revive their brands Launched from branding guru Don Tapscott's landmark $10 million research project on the intersection of technology and business models, WikiBrands explain what your business needs to do NOW to embrace the power of p-2-p technologies like word-of-mouth, user generated content, social media, microblogging, crowdsourcing, and customer rating systems to engage customers and enlist them in brand building and value-enhancement. Featuring fascinating case studies of how Microsoft, P&G, Nike, Starbucks, Ford, Best Buy, Zappos, and others, launched, built, expanded, or rebuilt their brands through Wiki-style collaboration with customers, this book is part wake-up call, part action plan-and the total blueprint for how you can drive innovation and growth through technology-based immersive customer interaction. Foreword by Don Tapscott, author of Wikinomics, Digital Capital, and Grown Up Digital Supported by an online tookit including a Wikibrand Hall of Fame, videoblog, and Wikibrand guidebook. Shows how companies like Frito-Lay and Dell use Wiki marketing and social media in ways unimaginable just a few years ago to engage and connect with consumers and drive millions of dollars in sales Inside WikiBrands: The Six Benefits of Wiki Brand Advocacy • Measurement and Metrics • Community Management • The B-to-B Wiki Brand • The Personal Wiki Brand • 25 Things to Know in 25 Minutes

Innovation Games - Luke Hohmann 2006-08-28

Innovation Through Understandingsm The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often can't explain what they want. Now, there's a breakthrough solution: Innovation Games. Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customers' true, hidden needs and desires. You'll learn what each game will accomplish, why it works, and how to play it with customers. Then, Hohmann shows how to integrate the results into your product development processes, helping you focus your efforts, reduce your costs, accelerate time to market, and deliver the right solutions, right from the start. Learn how your customers define success Discover what customers don't like about your offerings Uncover unspoken needs and breakthrough opportunities Understand where your offerings fit into your customers' operations Clarify exactly how and when customers will use your product or service Deliver the right new features, and make better strategy decisions Increase empathy for the customers' experience within your organization Improve the effectiveness of the sales and service organizations Identify your most effective marketing messages and sellable features Innovation Games will be indispensable for anyone who

wants to drive more successful, customer-focused product development: product and R&D managers, CTOs and development leaders, marketers, and senior business executives alike.

Groupware - David Coleman 1997
A guide to technology and implementation issues in the groupware field. Each chapter contains a compendium between commercial groupware and WWW technology -- intranets.

<u>Agent of Influence</u> - Jason Hanson 2019-06-04
In the spirit of Jocko Willink's Extreme Ownership and Chris Voss' Never Split the Difference comes the most empowering sales tool yet: a practical guide on how to use proven spy techniques to bolster your business strategies. Even if you've never seen a James Bond film or never met a real-life CIA agent, you should know that spies are geniuses at surviving covertly. Their ability to communicate in code is practically written into their DNA. And while it's true that spies receive some of the best survival training in the world, there's another, more critical skill a spy must have to survive… business savvy. In Agent of Influence, bestselling author Jason Hanson, a former CIA special agent and founder of Spy Escape School, reveals how anyone can use spy tactics for increased success, from learning how to strategically plan your day to mastering the steps you'll need to embrace challenges and set achievable, personal goals. He teaches you how to develop a winning sales personality and target the perfect business opportunity using the SADR cycle—"spotting," "assessing," "developing," and "recruiting." With this invaluable and unique handbook, you will become a more productive, confidant professional or entrepreneur. Discover how to use proven spy techniques to bolster your business strategies—from self-advocation to selling to interviewing—and ultimately make more money. In our evolving age of entrepreneurships, corporate careers, and self-run businesses, Jason's message will appeal to those looking for a competitive leg up, and who entrust the insider secrets of spy practice to take them there.

The Marketing Performance Blueprint - Paul Roetzer 2014-07-23
Discover what's possible when the art and science of marketing collide The Marketing Performance Blueprint is an actionable and innovative guide to unlocking your potential as a marketer and accelerating success for your business. With an eye toward the marketing industry's rapid evolution, this book focuses on the processes, technologies, and strategies that are redefining the marketing environment. Step by step, you will learn how to build performance-driven organizations that exceed ROI expectations and outpace the competition. Companies are demanding a more technical, scientific approach to marketing, and this guide provides the key information that helps marketing professionals choose the right tools and recruit the right talent to more effectively build brand, generate leads, convert sales, and increase customer loyalty. Marketers are facing increased pressure to connect every dollar spent to bottom-line results. As the industry advances, the tremendous gaps in talent, technology, and strategy leave many professionals underprepared and underperforming. The Marketing Performance Blueprint helps bridge those gaps: Align marketing talent, technology, and strategy to reach performance goals Drive digital marketing transformation within your organization Recruit, train,

and retain a modern marketing team Propel growth through digital-savvy marketing agency partners Adapt more quickly to marketing technology advancements Create connected customer experiences Turn marketing data into intelligence, and intelligence into action Devise integrated marketing strategies that deliver real business results The marketers who will redefine the industry in the coming months and years will never stop challenging conventional knowledge and solutions. Whether in terms of evolved talent, advanced technology, or more intelligent and integrated strategies, these driven professionals will be in demand as the pioneers of the new marketing era. The Marketing Performance Blueprint helps marketers blaze a trail of their own by providing a roadmap to success.

The Marketing Century - The CIM 2011-03-03
Written to celebrate the Institute's centenary, The Marketing Century explains: how the key elements of marketing have developed; how the various aspects of marketing contribute to performance; what it is that great marketers do; and how the discipline of marketing may develop in the future. While The Marketing Century describes the years since 1911 it also describes the 21st Century: a time when the ability to understand and connect with customers is more rewarding, complex and valuable than ever. It explains: The three forces shaping the past, present and future of marketing: globalization, technology and ethics How people behave and connect – and how businesses can benefit from these insights The need to manage for the long-term as well as the short-term Marketing's impact on business strategy and leadership The last 100 years have seen a rapid rise in the impact of marketing. It is an activity which has grown in scope and significance, with more people than ever before now engaged in the exciting, fast-changing world of marketing. The development of the Chartered Institute of Marketing closely reflects the growth and progress of business in general and marketing in particular. Just as marketing has developed as an activity that is highly valued, varied and vital in its contribution to business success, so the Institute's work has expanded as an indispensable source of insight, guidance and practical support. The Marketing Century provides expert analysis of some of the most significant developments in marketing of the last 100 years – and the next 100. Each chapter looks at the past, present and future of a different area of marketing, with chapters covering: Strategic Marketing (Martha Rogers and Don Peppers) Customer Relationship Management (Merlin Stone) Segmentation (Malcolm McDonald) Innovation (John Saunders and Veronica Wong) Public Relations (Paul Mylrea) Branding (Graham Hales) Advertising (Jonathan Gabay) Digital Marketing (Philip Sheldrake) Sales and Business Development (Beth Rogers) Sustainability (John Grant) Internal Marketing (Keith Glanfield) Social Marketing (Paul White and Veronica Sharp) Each chapter explains: How the subject has developed What is currently 'best practice' How this aspect of marketing connects with other topics The influences and trends shaping the future

A Consumers' Republic - Lizabeth Cohen 2008-12-24
In this signal work of history, Bancroft Prize winner and Pulitzer Prize finalist Lizabeth Cohen shows how the pursuit of prosperity after World War II fueled our pervasive consumer mentality and transformed American life. Trumpeted as a means to promote the general welfare, mass consumption quickly

outgrew its economic objectives and became synonymous with patriotism, social equality, and the American Dream. Material goods came to embody the promise of America, and the power of consumers to purchase everything from vacuum cleaners to convertibles gave rise to the power of citizens to purchase political influence and effect social change. Yet despite undeniable successes and unprecedented affluence, mass consumption also fostered economic inequality and the fracturing of society along gender, class, and racial lines. In charting the complex legacy of our "Consumers' Republic" Lizabeth Cohen has written a bold, encompassing, and profoundly influential book.

Business Rules and Information Systems - Tony Morgan 2002-03-18
Information systems often fail because their requirements are poorly defined. This book shows IT professionals how to specify more precisely and more effectively what their systems need to do. The key lies in the discovery and application of what are called business rules. A business rule is a compact and simple statement that represents some important aspect of a business. By capturing the rules for your business—the logic that governs its operation—you will gain the ability to create systems fully aligned with your business needs. In this book, Tony Morgan provides a thorough introduction to business rules, as well as a practical framework for integrating them into information systems. He shows you how to identify and express business rules, offers practical strategies for their use, and explains the key elements of logic that underpin their application. Topics covered include: Understanding the role of business rules and models in information systems development Using models to structure and manage business activities, including e-commerce Defining and discovering business rules Controlling business rule quality Fitting business rules into varied technical architectures Implementing business rules using available technology Whether you are an analyst, designer, developer, or technical manager, the in-depth information and practical perspective in this valuable resource will guide you in your efforts to build rule-centered information systems that fully support the goals of your organization.

Competing in the Information Age - Jerry N. Luftman 2003
This edition synthesizes recent work on ICT for managers, with themes that focus on the continuous transformation in business, the adoption of information intensive management practices, the improvement of information processing, & the alignment of business strategy & information technology strategy.

Second Helpings from Union Square Cafe - Danny Meyer 2001-10-02
Ask New Yorkers to name their favorite restaurant and they are likely to reply: "Union Square Cafe." Indeed, Union Square Cafe has been ranked the city's most popular restaurant by the Zagat Survey for five consecutive years and has earned many of the food world's top honors, including a James Beard Award for Outstanding Restaurant of the Year, two three-star rankings from the New York Times, seven Awards of Excellence from Wine Spectator magazine, and the James Beard Foundation's Best Chef in New York Award for Michael Romano. What makes USC stand out in a sea of other great New York City restaurants? A simple but rare combination of extraordinary food, excellent wine, and the sort of warm, genuine hospitality one typically finds only in a neighborhood spot. In this new cookbook, proprietor Danny Meyer and executive chef and co-owner Michael Romano share the delicious dishes that have kept their customers coming back

for more, year after year. Following the high standards for taste and accessibility set by their award-winning Union Square Cafe Cookbook, Second Helpings from Union Square Cafe offers more than 140 inspired recipes for everything from appetizers, soups, and salads to pastas, main courses, vegetables, side dishes, and desserts. These are the dishes that USC customers have come to know and love, including such favorites as a new version of their renowned Fried Calamari, Salt-Baked Chicken, Bollito di Vitello, Roasted Root Vegetables, and Blueberry-Lemon Meringue Pie. But, more than simply a recipe collection, Second Helpings is a valuable kitchen resource for anyone interested in elevating his or her cooking to a new level. Michael teaches home cooks how to make their own pasta, create the juiciest chicken imaginable, correctly clean morels, and add new depth of flavor to all kinds of dishes, while Danny offers lively commentary and wine accompaniments for nearly every recipe. With their able guidance, even the most inexperienced cooks can turn out spectacular food with ease and joy. Second Helpings captures the unique spirit of Union Square Cafe not just with recipes and animated text, but also with original black-and-white images by internationally acclaimed photographer Duane Michals. A longtime friend of USC, Duane has contributed his witty visual stories and restaurant vignettes in an innovative departure from standard food photography. On every level Second Helpings from Union Square Cafe is a cookbook you'll treasure using again and again. Like the restaurant, it will become a familiar favorite and a trusted source of great food.

Aesthetic Intelligence - Pauline Brown 2019-11-26
Longtime leader in the luxury goods sector and former Chairman of LVMH Moët Hennessy Louis Vuitton North America reinvents the art and science of brand-building under the rubric of Aesthetic Intelligence. In a world in which people have cheap and easy access to most goods and services, yet crave richer and more meaningful experiences, aesthetics has become a key differentiator for most companies and a critical factor of their success and even their survival. In this groundbreaking book, Pauline Brown, a former leader of the world's top luxury goods company and a pioneer in identifying the role of aesthetics in business, shows executives, entrepreneurs, and other professionals how to harness the power of the senses to create products, services, and experiences that stand out, resonate with their customers, and create long-term value for their businesses. The power is rooted in Aesthetic Intelligence—or "the other AI," as Brown refers to it. Aesthetic Intelligence can be learned. Indeed, people are born with far more capacity than they use, but even those that are naturally gifted must continue to refine their skills, lest their aesthetic advantage atrophy. Through a combination of storytelling and practical advice, the author shows how aesthetic intelligence creates business value and how executives, entrepreneurs and others can boost their own AI and successfully apply it to business. Brown offers research, strategies and practical exercises focused on four essential AI skills. Aesthetic Intelligence provides a crucial roadmap to help business leaders build their businesses in their own authentic and distinctive way. Aesthetic Intelligence is about creating delight, lifting the human spirit, and rousing the imagination through sensorial experiences.

Strategic Selling - Robert Bruce Miller 1985

Human Lie Detection and Body Language 101 - Vanessa Van Edwards 2013-02-12
"Do you want to know when someone is lying to you? In this book, you will learn both body language and lie detection. In a ten minute conversation you are likely to be lied to two to three times. Learn how to spot those lies. If you have ever interacted with another person, this book will be useful to you because our everyday interactions are filled with secret nonverbal cues just waiting to be uncovered. Whether you are a business owner, parent, spouse, employee, human resources director, teacher or student, this book will change the way you interact with those around you"--Amazon.com.

The Internet Marketing Bible - Zeke Camusio 2011-08-11
This book is different from all the other books you've read about Internet marketing in three main ways: 1. This book was written for business owners, not IT geeks. Anybody can understand it. 2. All the useless information about "the history of the Internet" and other similar topics were left out. This is a clutter-free step-by-step tutorial that shows you exactly what you need to do to become successful online. 3. This book takes a holistic approach to Internet marketing. Covering everything from Search Engine Optimization (SEO), Social Media Marketing (SMM), Pay-Per-Click (PPC), Conversion Rate Optimization (CRO) and Website Design; this book shows you all the available tools and tactics and helps you figure out which ones will work best for your business. This is the most comprehensive guide to Internet marketing you'll ever read.

The Union Square Cafe Cookbook - Danny Meyer 2009-10-13
Union Square Cafe serves some of the most imaginative, interesting, and tasty food in America. The restaurant and its owners, Danny Meyer and chef Michael Romano, have been lauded for their outstanding food and superb service by Gourmet, Food & Wine, the New York Times, and the James Beard Foundation. Now its devoted fans from down the block and across the globe can savor the restaurant's marvelous dishes, trademark hospitality, and warm decor at home. Offered are recipes for 160 of Union Square Cafe's classic dishes, from appetizers, soups, and sandwiches to main courses, vegetables, and desserts. Hot Garlic Potato Chips, Porcini Gnocchi with Prosciutto and Parmigiano Cream, Grilled Marinated Fillet Mignon of Tuna, Herb-Roasted Chicken, Eggplant Mashed Potatoes, and Baked Banana Tart with Caramel and Macadamia Nuts are some of the all-time favorites included in this long-awaited collection. Union Square's recipes are easily mastered by home cooks. They call for ingredients that are widely available (mail-order sources are listed for those few that are not), employ familiar techniques, and take a reasonable amount of time to complete. Amateurs and pros alike will find the dishes here as accessible as they are irresistible. Beyond just providing recipes, The Union Square Cafe Cookbook inspires confidence in home cooks by sharing Michael Romano's tips for success. Readers learn that soaking baby onions in warm water makes them easier to peel (in the recipe for Sweet Peas with Escarole, Onions, and Mint); that the Corn and Tomatillo Salsa served with Polenta-Crusted Sea Bass also goes well with barbecued chicken or pork; that leftover Sautéed Spinach with Garlic makes a great sandwich filling; and that yesterday's sourdough bread should be kept for such soups and salads as Ribollita and Sourdough Panzanella. Danny Meyer's wine suggestions, inspired by the restaurant's remarkable cellar, accompany almost every recipe. The Union Square Cafe Cookbook does the rare job of capturing the

bustling energy and ebullient enthusiasm of the restaurant itself and the spirited personalities—those of Danny and Michael—that drive it. Folks will still go out of their way to eat at Union Square Cafe, but this cookbook—filled with the restaurant's vitality, warm artwork, and tempting recipes—ensures that its pleasures are as close as your bookshelf.