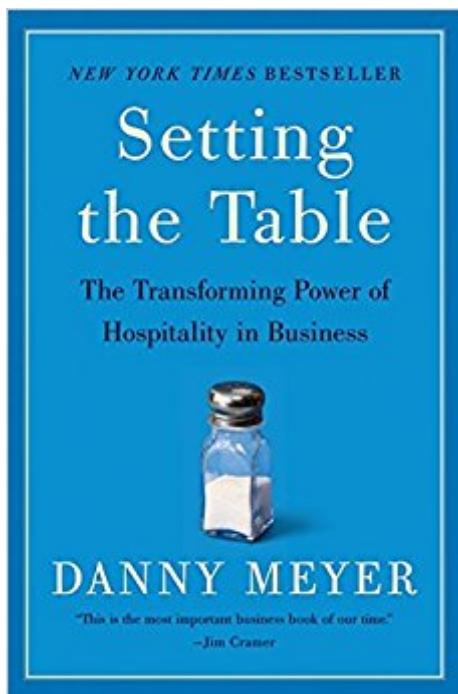


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# Setting The Table: The Transforming Power Of Hospitality In Business



## Synopsis

The bestselling business book from award-winning restauranteur Danny Meyer, of Union Square Cafe, Gramercy Tavern, and Shake Shack. Seventy-five percent of all new restaurant ventures fail, and of those that do stick around, only a few become icons. Danny Meyer started Union Square Cafe when he was 27, with a good idea and hopeful investors. He is now the co-owner of a restaurant empire. How did he do it? How did he beat the odds in one of the toughest trades around? In this landmark book, Danny shares the lessons he learned developing the dynamic philosophy he calls *Enlightened Hospitality*. The tenets of that philosophy, which emphasize strong in-house relationships as well as customer satisfaction, are applicable to anyone who works in any business. Whether you are a manager, an executive, or a waiter, Danny's story and philosophy will help you become more effective and productive, while deepening your understanding and appreciation of a job well done. *Setting the Table* is a landmark a motivational work from one of our era's most gifted and insightful business leaders.

## Customer Reviews

**Book Description** In October 1985, at age 27, Danny Meyer, with a good idea and scant experience, opened what would become one of New York City's most revered restaurants--Union Square Cafe. Little more than twenty years later, Danny is the CEO of one of the world's most dynamic restaurant organizations, which includes 11 unique dining establishments, each at the top of its game. How has he done it? How has he consistently beaten the odds and set the competitive bar in one of the toughest trades around? In this landmark book, Danny shares the lessons he's learned while developing the winning recipe for doing the business he calls "enlightened hospitality." This innovative philosophy emphasizes putting the power of hospitality to work in a new and counterintuitive way: The first and most important application of hospitality is to the people who work for you, and then, in descending order of priority, to the guests, the community, the suppliers, and the investors. This way of prioritizing stands the more traditional business models on their heads, but Danny considers it the foundation of every success that he and his restaurants have achieved. Full of behind-the-scenes history on the creation of Danny's most famous restaurants and the anecdotes, advice, and lessons he has accumulated on his long and ecstatic journey to the top of the American restaurant scene, *Setting the Table* is a treasure trove of innovative insights that are applicable to any business or organization. Service with a Smile: Dishing with Danny Meyer Is the customer always right? According to Danny Meyer, one of America's leading restauranteurs, the answer is no--but "they must always feel heard." Named one of the most influential New Yorkers of

2006 by New York magazine, Meyer, the founder and co-owner of 11 of Manhattan's most influential restaurants, including Union Square Cafe, Gramercy Tavern, Tabla, The Modern, Blue Smoke, and Shake Shack, has penned *Setting the Table: The Transforming Power of Hospitality*, a business book that reads like food lit and equal part personal memoir. .com senior editor Brad Thomas Parsons took some time from his daily long-distance day-dreaming of Shake Shack and caught up with the ever-gracious Danny Meyer over e-mail to ask about his new book, the Food Network, his favorite cookbooks, insider tips on dining out, and much more. Read our .com interview with Danny Meyer [More from Danny Meyer](#) [Union Square Cafe Cookbook](#) [Setting the Table \[Audio CD\]](#) [Second Helpings from Union Square Cafe](#)

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