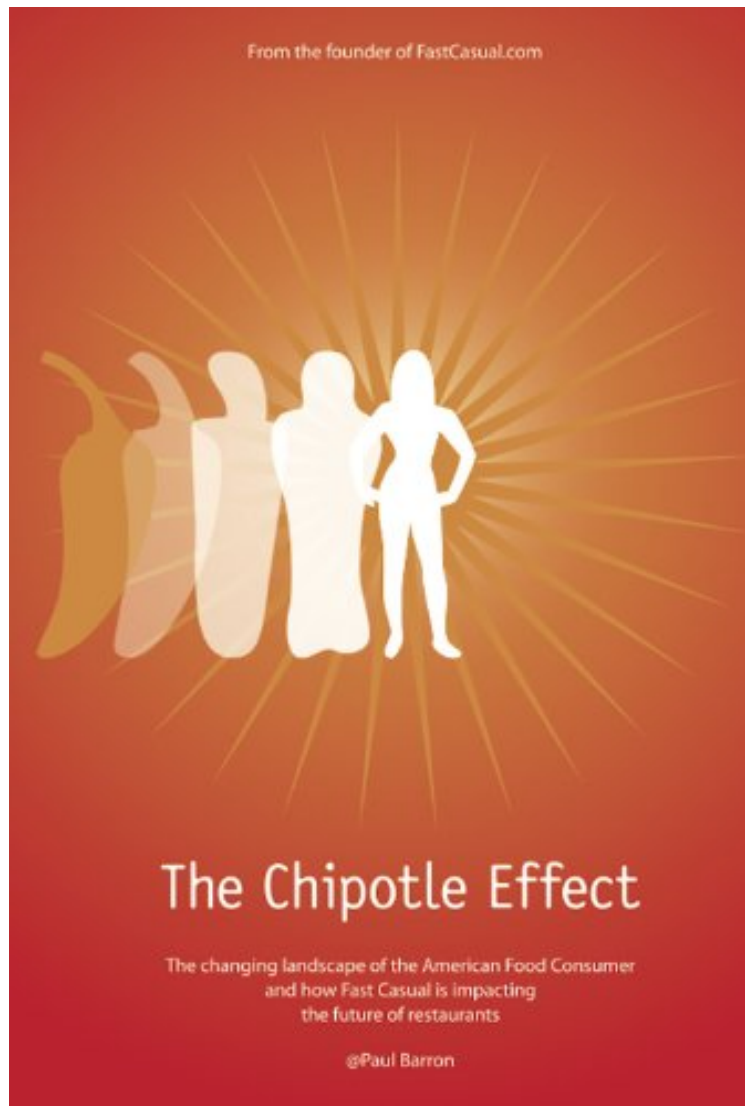


[Download pdf ebook] The Chipotle Effect

The Chipotle Effect

Paul Barron

**Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#)

[Read Online](#)

#620831 in eBooks 2014-04-24 2014-04-24 File Name: B00K2578AI | File size: 36.Mb

Paul Barron : The Chipotle Effect before purchasing it in order to gage whether or not it would be worth my time, and all praised The Chipotle Effect:

0 of 1 people found the following review helpful. Would Not RecommendBy Jeff BeerbauerNot much useful info in this book. I wouldn't recommend it.0 of 1 people found the following review helpful. Great bookBy Jeffrey Lemushalf way through the book and it seems like a essential book if you are in the restaurant industry.0 of 1 people found the following review helpful. Five StarsBy NicholasBrilliant ! Great read

The changing landscape of the American Social Consumer is shifting rapidly and these changes are having a major

impact on future of restaurants demonstrated in this new book by Paul Barron, renowned entrepreneur, publisher, founder of FastCasual.com and restaurant industry innovator.

The fact is that Chipotle remains shorthand for "remarkable success" in a segment of the restaurant industry that is growing at a dizzying pace, despite the tumultuous economic conditions of the past few years. In 2010, according to a report by Chicago food industry research firm Technomic, the top 100 fast casual chains increased sales 6% in 2010 to \$18.9 billion. While that may not seem like a big jump, remember that during the same period most other players in the restaurant world were flat or watching sales crater. Smartbrief for Restaurants - 2013 "Paul is a true visionary. He understands where the restaurant industry is moving in the way that Steve Jobs understood where the personal technology industry was moving. I am in awe of Paul's work and consider him to be a key business and vision mentor." ~ Noah Glass, Founder, OLO.com