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Titolo	Power entertaining [[electronic resource]] : secrets to building lasting relationships, hosting unforgettable events, and closing big deals from America's 1st master sommelier // Eddie Osterland
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Descrizione fisica	1 online resource (242 p.)
Classificazione	BUS092000
Disciplina	650.1/3
Soggetti	Business entertaining Public relations Strategic alliances (Business) Success in business Electronic books.
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Power Entertaining: Secrets to Building Lasting Relationships, Hosting Unforgettable Events, and Closing Big Deals from America's 1st Master Sommelier; Copyright; Contents; Foreword; Preface; Why I Wrote This Book; Become the Ultimate Business Host!; Impress Clients When You Take Them to Dinner!; Take Your Home Entertaining to a Whole New Level; Acknowledgments; Introduction; 1: My Definition of Power Entertaining; Now Business Entertaining Is Part of Your Job Description!; Building Business Relationships Is More Important Than Ever!; An Entertainment Coach to CEOs How Power Entertaining Is Different from Traditional Business Entertaining Give People an Unforgettable Experience!; Chapter Overviews; 2: Toss (and I Do Mean TOSS) That Caesar Salad!; The Reception; The Hors d'Oeuvres; The Entree; Eddie's Checklist for Planning, Managing, and Hosting Flawless Banquet Events; Chapter Wrap-Up; 3: 20 Secrets of Successful Power Entertaining; My 20 Secrets

of Successful Power Entertaining; Tip #1: Think of Power Entertaining as a Business Development Strategy; Tip #2: Be an Enthusiastic Master of Ceremonies at Your Events!

Tip #3: Engage a Sommelier or Wine Merchant to Help You Plan and Host Events

Tip #4: Design Your Menu with the Goal of Introducing

Guests to Wines and Foods They're Not Familiar With; Tip #5: Kick the

Evening off with Champagne!; Tip #6: Serve People Your Best Stuff First;

Tip #7: Serve Wines in Pairs; Tip #8: Do Side-By-Side Comparisons of

Food, Too; Tip #9: Learn about Food Wines; Tip #10: Teach Guests the

Concept of Wine and Food Synergy; Tip #11: Always Warm Your Whites

and Chill Your Reds before Serving Them; Tip #12: Be Classy and

Decant Your Reds

Tip #13: As a Power Entertainer, Invest In the Right "Power Tools" to

Add Drama to Your Events

Tip #14: Become Knowledgeable about Wine

and Food Etiquette; Tip #15: As the Host, Stay Attentive to the Needs of

Your Guests throughout the Evening; Tip #16: Give People Souvenirs to

Take Home; Tip #17: Learn the Finer Points of Wine Service; Tip #18:

Don't Forget the Sound, Light, and Magic; Tip #19: Learn How to Work

with Restaurants to Plan Events; Tip #20: Use the Element of Surprise to

Delight and Dazzle People; Chapter Wrap-Up; 4: Power Pairing Great

Foods with Great Wines

Create Wine and Food Synergy

Beaujolais; Bordeaux; Burgundy-Red

(Pinot Noir); Burgundy-White; Cabernet Sauvignon; Pinot Noir; Merlot;

Champagne and Sparkling Wines; Chardonnay; Chablis; Other Factors

in Designing Wine and Food Pairings; Resources for Power Pairing

Wines and Foods; Chapter Wrap-Up; 5: Your New Best Friends: The

Sommelier and the Wine Merchant; How a Sommelier Can Assist with

Your Power Entertaining Events; Where to Find a Sommelier; Preparing

to Meet with a Sommelier; Introducing the Wine Merchant; Where to

Find a Wine Merchant; Coming Up with Potential Themes for Your Event

Questions the Wine Merchant Will Ask You

Sommario/riassunto

"Master the art of entertaining and cement lasting business relationships in the process You're at a fancy downtown restaurant for dinner with a million-dollar business deal on the table. The waiter hands you the wine list. Now what? So much for that shiny M.B.A. and your powerful business connections. What matters right now, at this moment, is your wine IQ--and your ability to entertain this client in a way he'll never forget. In Power Entertaining Eddie Osterland, Master Sommelier, and America's foremost wine and food coach outlines dozens of power entertaining tips that can make anyone a more effective host or hostess--be it at a corporate business event or private dinners with clients in restaurants. When it comes to hosting big business meetings or important sales events, you will discover how to entertain business clients and business associates with ease, knowledge, and confidence, using good wine and food as the ingredients to build strong and lasting business relationships. Teaches how to transform boring business meetings and sales functions into memorable social events that people will want to attend again and again Enables you to build long-term business relationships based on the time-honored principles of courtesy, generosity and old world hospitality Learn how to convince the restaurant's Maitre d' to give them the best table in the house--even on a busy Friday or Saturday night Success is always in the details, so master the finer points of entertaining before your next big business event"--
