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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 EntertainingGive 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

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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"--

