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The Chef Architect: Concept development and design (The 7 faces of a chef) (Volume 1)

Fred L Raynaud

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This is the first book in the "7 Faces of a Chef" series. The purpose of this book is to stimulate knowledge and bridge the gap on key elements related to concept development and design. It is for the chef who desires to round out their level of expertise on their road to becoming a dynamic Culinary Executive.

About "7 Faces of a Chef Series" - This series was birthed out of my desire to educate the next generation of culinarians on key areas of competencies that shape the expertise of the chef. The volumes in this series include:

1. The Chef Architect (this volume) - Concept Development & Design
2. The Chef Culinarian - The Art and Craft of a Chef
3. The Chef Financier - Culinary Finance & Business Analytics
4. The Chef Director - Lessons in Leadership
5. The Chef Scientist - Recipe Engineering, Modernist Cuisine, and Nutrition
6. The Chef Marketeer - Lessons on Marketing and the foodservice industry
7. The Chef Buyer - Purchasing and Supply Chain management

About this book - This book was written for the chef who desires to hone their proficiency in concept development and design. It is for that chef or cook that wants to take their career to the next level and refine their skill set as a chef. It's for that mid-level culinarian desiring to break the ranks and move up to the next level. This is a book about the business of a chef.
It goes without saying a Culinary Executive wears many hats. From master of the culinary arts to financial planner, team leader, project manager, HR guru, succession planner, hard and soft skills trainer, concept developer, menu engineer, recipe formulator, nutrition gatekeeper, food safety specialist, procurement specialist, and production planner, the Culinary Executive is a diverse businessperson with a wealth of knowledge and a hefty arsenal at his/her disposal. Through each chapter I will focus on the traits, tasks, skills, and actions to be successful in that area of discipline. This book is not about the basics. What I want to bring to the table insights and education that are not taught in culinary school. I will offer up challenges for you as you widen your knowledge base. Wither you are a seasoned culinary professional or a culinary student, this book will help you understand the dynamics of concept creation, ideation, brand development, restaurant design, and the creative process.

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