



Lessons in Service from Charlie Trotter

By Edmund Lawler, Ed Lawler

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In the second book in the *Lessons from Charlie Trotter* series, the lauded chef shares his strategies for success in this guide on how to give the ultimate dining experience.

As winner of the James Beard Foundation's Outstanding Restaurant Award, Charlie Trotter and his service staff run what many consider to be America's finest restaurant. But it's not just about food in this renowned Chicago hot spot. It's about a subtle relationship between food, wine, ambiance, and service—a relationship Trotter has perfected by hiring passionate staff with the ability to surpass his incredibly high standards. In **LESSONS IN SERVICE**, journalist Edmund Lawler reveals the secrets behind Trotter's unequaled success and shows other businesses how to improve their levels of service. From unconventional motivational techniques, staff empowerment, and mentoring to role playing, preservice meetings, and an obsessive pursuit of excellence—Trotter leaves nothing to chance. The service is a nightly ballet that leaves guests feeling pampered, educated, and of course, wonderfully satisfied. Follow the advice of Charlie Trotter, and no matter what your business, your customers will keep coming back again and again.

- Charlie Trotter's was nominated for the James Beard Foundation's 2001 Outstanding Service Award, and the restaurant received the Beard Foundation's Best Restaurant in America Award in 2000.
- Charlie Trotter's books have sold over 300,000 copies.

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Editorial Review

Review

"No restaurant in America comes closer to delivering a flawless total dining experience." —Wine Spectator"Every day at the restaurant is a journey. We consider the day a success if we can answer yes to a simple question: 'Have we improved today?'" —Charlie Trotter

About the Author

EDMUND O. LAWLER teaches journalism at DePaul University and is the author of five books. He lives in Chicago, Illinois, with his wife and two sons.

THE AUTHOR SCOOP

What's the history of your name? My last name is a distillation of my ancestral name O'Leathlobhar, which is Gaelic for half-leper. What was your first job? Out of college, my first job was as a reporter for the City News Bureau of Chicago. I got to cover cops, politicians and crooks. Some of the categories overlapped. If you owned a horse, what would you name it? Mr. Ed What's the farthest you've ever traveled? I traveled to the Persian Gulf in 2004 where I taught journalism for two weeks at the University of Bahrain. What did you want to be when you grew up? I wanted to play shortstop for the Chicago White Sox.

Users Review

From reader reviews:

Kerry Diaz:

This Lessons in Service from Charlie Trotter book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this e-book incredible fresh, you will get facts which is getting deeper you read a lot of information you will get. That Lessons in Service from Charlie Trotter without we know teach the one who looking at it become critical in imagining and analyzing. Don't possibly be worry Lessons in Service from Charlie Trotter can bring whenever you are and not make your handbag space or bookshelves' come to be full because you can have it inside your lovely laptop even mobile phone. This Lessons in Service from Charlie Trotter having good arrangement in word in addition to layout, so you will not feel uninterested in reading.

Adeline Norris:

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