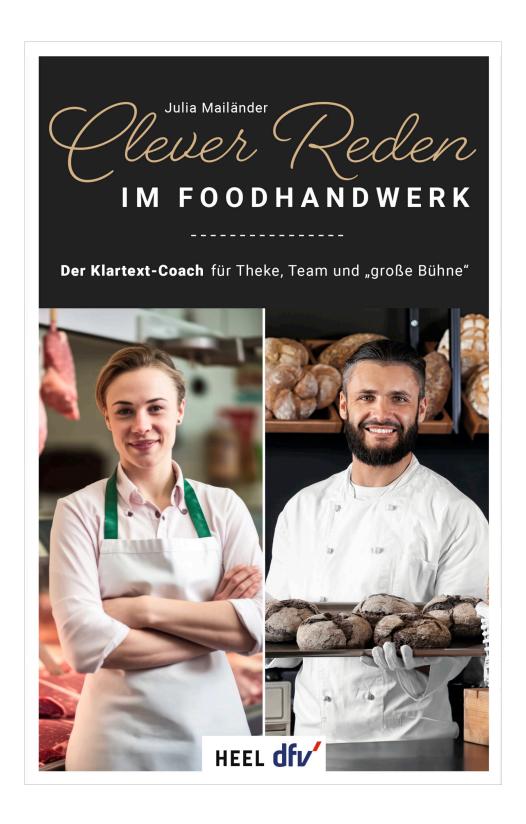


## Der Buchtipp: Clever Reden im Foodhandwerk

Der Buchtipp: Clever Reden im Foodhandwerk. Wie clevere Kommunikation zum Umsatzbooster wird.



?ca a i b]\_Uh]cb ]gh XYf GWX i ggY`ni a '9fZc`[ ' ']bgVYgcbXYfY]a : ccX\UbXk Yf\_ž k c hÀ[`]WX a ]h ?i b XYbž A ]hUfVY]hYfb i b X ; YgWX À Zhgd Ufhb Yfb ]bh YfU[]Yfh k ]f X " ' i `]U A U]`Àb XYfg b Yi Yg 6i WX '7 `Yj Yf f Y XYb ]a ': ccX\Ub Xk Yf\_ ž YfgWX]Yb Yb ']a ' < YY`! J Yf`U[ 'f %\* \$ 'GY]hYb ' '&( ž-\$ ½ 'f ]WX hYh 'g ]WX 'Ub 'U``Yž 'X]Y ]\ f Y gd f U WX`]WX Yb i b X 'nk ]g WX Yba Ybg WX`]WX Yb : À\][ \_Y]hYb [ Yn]Y`h j Yf V Ygg Yfb 'a OWX hYbž i a '`Ub[ Zf]gh][ 'Yf Zc`[ f Y]WX 'ni 'gY]b "'9]b d f Ul ]gb U\Yg 'K Yf\_ž 'X Ug 'Z f 'X]Y '@YVYbga ]hhY`V f Ub WX Y 'Y]b Yb i b g WX Àhn V Uf Yb 'A Y\fk Yfh V]Yh Yh"

# 8]Y'5i hcf]b. GdfUWkk]ggYbgWkUZh'hf]ZZh DfUl]g

A U]`ÀbXYf`Vf]b[h'Y]bY'Zi bX]YfhY'9I dYfh]gY'Ui g'XYf'BYi fc`]b[i ]gh]\_ a ]h"BUW\ ]\fYa Ghi X]i a XYf; Yfa Ub]gh]\_i bX ZfUbnÒg]gW\Yb D\]`c`c[]Y`]b`DchqXUa ii bX`DUf]q'i bX`Y]bYa 'A UghYf'Ua '6Uqei Y 7 Y b h Y f 'c b '7 c [ b ] h | c b ž 6 f U | b 'U b X '@U b [ i U [ Y '] b 'G U b 'G Y V U g h | ½ b ž k |Xa Yh'g|Y'g|W\'gY|h'\J\\fYb'XYf': cfgW\ib[\z'@Y\fY'ibX'XYa GWX fY JVYb i VYf GdfUWX Y i bX ??ca a i b ]\_Uh]cb " A ]h j \ fYf @Y]XYbgW, UZhZi fX]Y: i b\_h]cbgk Y]gYi cb GdfUW, Yi]a ;  $Y \setminus$  ]fb j YfV]bXYh:g]Y:H\Ycf]Y:i bX:DfUI ]g:Ui Z:Y]bn][ Ufh][ Y:K Y]gY: :dYfZY\_h ni [YgWkb]hhYb'Ui Z'X]Y'6YXi fZb]ggY'XYf': `Y]gWkVfUbWkY" 8 ] Y '5 i hc f]b '`Y [ h'XYb': c\_i g'Ui Z'X] Y 'gd Yn] Z]gW Yb < YfUi gZcfXYfi b[Yb XYg : ccX\UbXk Yf\_gž | cb XYf  $?ibXYbVYfUhib[`Ub`XYf`H\Y_Y`V]g`nif`[Y`ib[YbYb]$ K Y]\bUW\hqUbqdfUW\Y"'CV'Yq'XUfi a '[Y\hž'qci | YfÀb'a ]h 6YqWXk YfXYb i a ni [Y\YbžY]bY Ya ch]cbU`Y 6]bXi b[ 'ni '?i bXYb Ui Zni VUi Yb cXYf GWX `U[ ZYfh][ \_Y]h `]b 'gWX k [Yf][ Yb 'G]hi Uh]cbYb 'ni hfU]b]YfYb' 'X]YgYg'6i WX'`]YZYfh'\_cb\_fYhY'K Yf\_nYi [Y'i bX GhfUhY[]Yb"

### 9]b][Y'<][\`][\hg

'?ca a i b]\_Uh]cb'Ui Z'5i [Yb\O\Y.'K]Y'A]hUfVY]hYf'i bX'?i bXYb `Ub[Zf]gh]['Ub'XYb'6Yhf]YV'[YVi bXYb'k YfXYb'\_ObbYb" ? OfdYfgdfUW\Y'i bX'YfghYf'9]bXfi W\_. 'DfU\_h]gW\Y'H]ddgž'i a 'VY]a ?i bXYb'Gma dUh\]Y'i bX'JYfhfUi Yb'ni 'k YW\_Yb"

 $\label{eq:continuous} \begin{tabular}{ll} $`6YgWk YfXYb'dfcZYgg]cbY```a Y]ghYfb. $`?`UfY'GhfUhY[]Ybžia Ui Wk'_f]h]gWkY'G]hi Uh]cbYb'YfZc`[fY]Wk'ni 'VYk À`h][Yb'' \\ \end{tabular}$ 

"GcW]U`!A YX]U!DfÀgYbn`cdh]a ]YfYb. 'dfUl ]gbU\Y`9]bV`]W\_Y`j cb 6fUbWXYbYl dYfhYb`k ]Y`5l Y``GWXa ]hh'i bX'?Uh\Uf]bU`9bXfUgg! @UWXYf"

'9a ch]cbYb'k YW\_Yb.'K Ufi a '?i bXYb'\_Y]bY'DfcXi \_hYž'gcbXYfb; YZi \`Y'\_Ui ZYb'i bX'k ]Y'a Ub'X]YgY'9f\_Ybbhb]g'bi hnYb'\_Ubb"

#### , Vi b[Yb Zi f XYb 5 ``hU[

8 Ugʻ6i Wkʻ]ghʻb]Wkhʻbi fʻF Uh[ YVYfžʻgcbXYfbʻUi Wkʻ, Vi b[ gVi Wk"A]h dfUl ]gcf]Ybh]YfhYbʻ5i Z[ UVYbʻi bXʻ6Y]gd]Y`Ybʻ\_UbbʻXUgʻ; Y`YfbhY gc ZcfhʻUb[ Yk YbXYhʻk YfXYb" C VʻYgʻi a ʻX]Yʻ? ÒfdYfgdfUWkYžʻXYb I a [ Ub[ 'a ]hʻ6YgWk YfXYbʻcXYfʻX]Yʻ5i gk U\``XYfʻf]Wkh][ YbʻK cfhY [ Y\h'A U]`ÀbXYfʻV]YhYhʻZ fʻYXY′<YfUi gZcfXYfi b[ 'Y]bYʻ@Ògi b[ "

#### I bgYf: Un]h

±b 'Y]bYf'6fUbW\Yž']b 'XYf'\cW\k Yfh][ Y'DfcXi \_hY'U``Y]b 'b]W\h'a Y\fUi gfY]W\Ybž'i a '?i bXYb 'ni 'i VYfnYi [ Ybž'k ]fX'?ca a i b]\_Uh]cb ni a 'YbhgW\Y]XYbXYb '9fZc`[ gZU\_hcf"'A U]`ÀbXYfg'6i W\'nY][ hž'k ]Y g]W\'6Yhf]YVY'Xi fW\'YI nY``YbhYb'GYfj ]W\'i bX'i VYfnYi [ YbXY ; YgdfÀW\Y'j cb'XYf'?cb\_i ffYbn'UV\YVYb'\_ÒbbYb"

6Ygi WXYb G]Y i bg Ui Z Z`Y]gWXi bXWc "Uh