

Setting the Table: *The Transforming Power of Hospitality in Business*

Summary

Seventy-five percent of all new restaurant ventures fail, and of those that do stick around, only a few become icons. Danny Meyer started Union Square Cafe when he was 27, with a good idea and hopeful investors. He is now the co-owner of a restaurant empire. How did he do it? How did he beat the odds in one of the toughest trades around? In this landmark book, Danny shares the lessons he learned developing the dynamic philosophy he calls *Enlightened Hospitality*. The tenets of that philosophy, which emphasize strong in-house relationships as well as customer satisfaction, are applicable to anyone who works in any business. Whether you are a manager, an executive, or a waiter, Danny's story and philosophy will help you become more effective and productive, while deepening your understanding and appreciation of a job well done.

Who the book would be good for

Foodies will love the story of starting several very well-known restaurants and the behind-the-scenes stories revealing some of how exceptional restaurants create a phenomenal, unexpected experience. Readers who love business origin stories will enjoy the thought process Meyer went through as he considered the genesis and growth of his businesses.

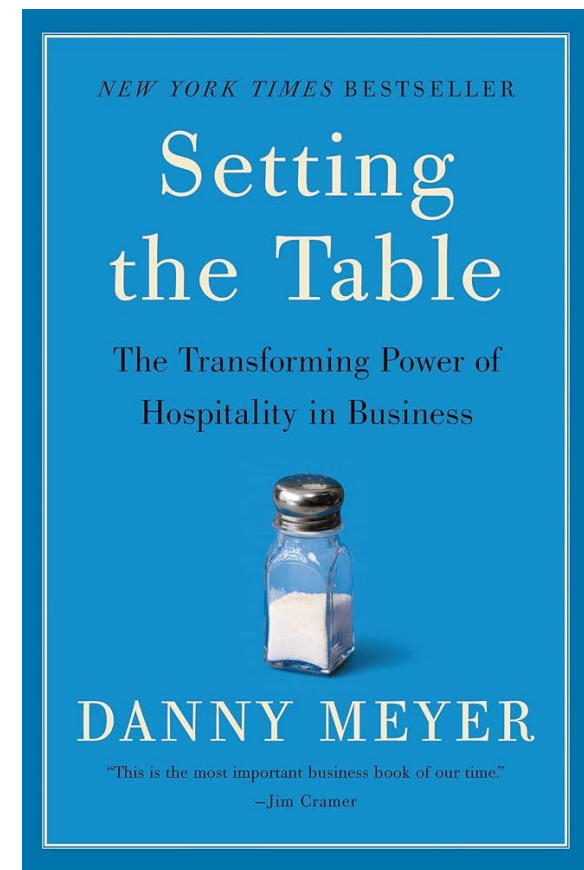
Advice

A great book to read before *Unreasonable Hospitality*, at least from a chronologic standpoint. This is the story of how Danny Meyer thoughtfully developed his restaurant empire. He clearly states his philosophies of entrepreneurship, hiring, and leadership. Danny created the restaurant that is the setting for Guidara's *Unreasonable Hospitality* book.

YouTube presentation by the author available [HERE](#) [9:06]

Suggested reading plan

Week	Chapters	Start Page	End Page
1	Intro, 1	1	30
2	2	31	54
3	3	55	76
4	4	77	96
5	5	97	110
6	6	111	138
7	7	139	160
8	8	161	186
9	9	187	218
10	10	219	236
11	11	237	270
12	12	271	290
13	13	291	316



~~Transactions~~
→ Experiences