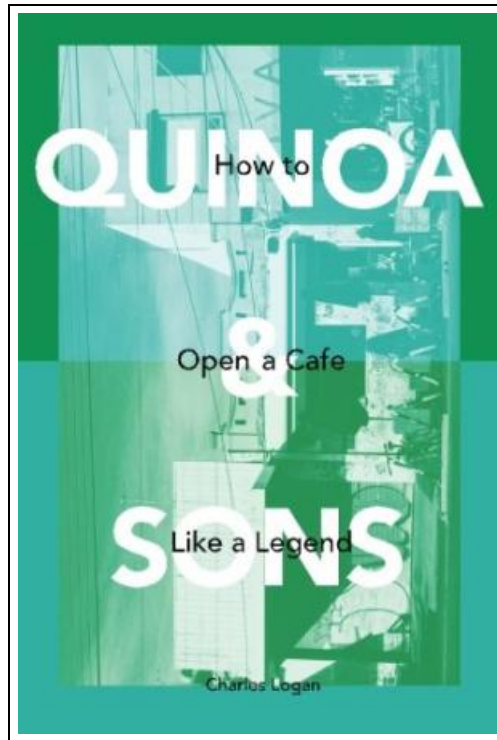


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QUINOA SONS: HOW TO OPEN A CAFE LIKE A LEGEND. (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Going to a cafe is the best way to do something without doing anything. You can go there to be social, antisocial or just social-adjacent. Unfortunately all the How-To-Open-Your-Dream-Cafe books out there are terrible. All of them. I mean, these books are great if you want to open the cafe equivalent of Friends and out-bland your competitors to death, but if not I d avoid them. They invariably adopt this congratulatory, back-slapping tone for throwing off the corporate shackles and creating an uncertain financial future for your family, before putting you to sleep with fatherly advice on how to set up the most white bread, Central Perk-esque cafe in all of suburbia. But people keep reading these same terrible books and opening the same terrible cafes. They go on about business plans (Cool!), hiring staff (Extreme!) and budgeting wisely (Paleo!) until your soul just wants to vomit on itself. Cafes are, above all, human businesses. They aren t about all that other stuff, they re all about the feel. All cafes have a feel; bad cafes have a bad feel and good cafes have a good feel. It s the most important and least understood part of any cafe and you can usually pick it the second you walk in the door. And as with most intangibles no attempt is ever made to really understand it, instead owners are happy to shrug their shoulders and tell themselves Hey, you ve either got it or you don t. Which is bullshit. This book will tell you how to create the right atmosphere and there s nothing those cafe fat cats in their ivory towers can do about it. I thought you...



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