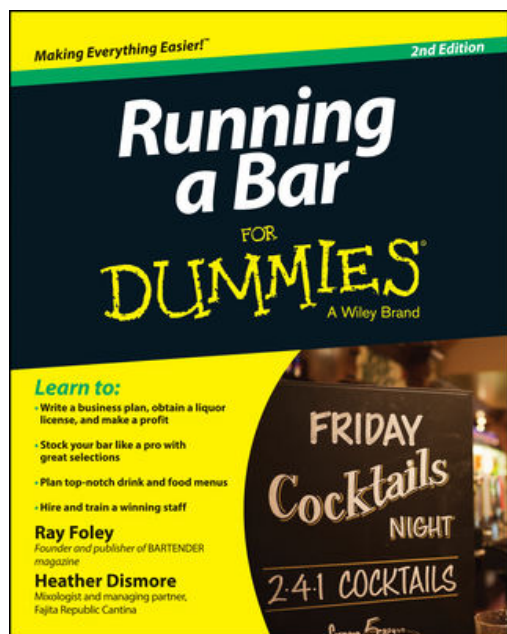


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Get insider details on how to operate a successful bar

Running a Bar For Dummies, 2nd Edition shows established and future bar owners how to establish and maintain a successful business. Using clear, concise language, this *For Dummies* guide contains all the information you need to start your bar off on the right foot. From grand opening to last call, you'll discover the insider tricks that keep the business end running smoothly and the customers happily engaged. With updated information on marketing and social media, the book walks you step by step through the entire process, revealing the nitty-gritty details most new bar owners only discover after starting.

The bar business continues to grow; however, securing running capital and having knowledge about the business are cited as the two biggest reasons new bars fail. *Running a Bar*

For Dummies, 2nd Edition shines a light on these issues to help bar owners prepare properly. The book helps you find your way through the maze of licensing and permits, developing a business plan, and preparing for your grand opening, plus offers clear, no-nonsense guidance on dealing with tough customers. Every step of the way, *Running a Bar For Dummies, 2nd Edition* is a reference you can count on.

Understand the bar business and important legal issues
Stock the necessities, including equipment and inventory
Promote your business using marketing and social media
Manage expenses and control cash flow

When run correctly, a bar can be an extremely profitable business, but the key to success is knowing exactly what you're getting into. By recognizing common problems and teach you how to adapt quickly to changing conditions, *Running a Bar For Dummies, 2nd Edition* provides the information you need to develop those skills, and get your bar started.

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