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Generation Chef: Risking It All for a New American Dream (Paperback)

By Karen Stabiner

Prentice Hall Press, United States, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Inside what life is really like for the new generation of professional cooks--a captivating tale of the make-or-break first year at a young chef's new restaurant. For many young people, being a chef is as compelling a dream as being a rock star or professional athlete. Skill and creativity in the kitchen are more profitable than ever before, as cooks scramble to reach the top--but talent isn't enough. Today's chef needs the business savvy of a high-risk entrepreneur, determination, and big dose of luck. The heart of *Generation Chef* is the story of Jonah Miller, who at age twenty-four attempts to fulfill a lifelong dream by opening the Basque restaurant Huertas in New York City, still the high-stakes center of the restaurant business for an ambitious young chef. Miller, a rising star who has been named to the 30-Under-30 list of both *Forbes* and *Zagat*, quits his job as a sous chef, creates a business plan, lines up investors, leases a space, hires a staff, and gets ready to put his reputation and his future on the line. Journalist and food...



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