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Charlie Hopper



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This book dares to ask that and many other fundamental questions about getting customers to care about your brand. Hopper draws on twenty years of restaurant communication experience to offer recommendations on everything from "The Seven Very Specific People Your Restaurant Needs to Reach?" to "Three Things Every Menu Should Do," to "Fifteen Forbidden Food Words to Never Use" when marketing restaurants.

Branding. Advertising. Food photography. Content marketing. Social media. Kid's programs, packaging opportunities, TV ads, point-of-purchase materials, dealing with online reviews: it's all here, along with experts ranging from celebrated food photographer Michael Somoroff to renowned researcher Bob Drane.

With a forward by Russ Klein, former Global President and CMO of Burger King, Selling Eating contains a variety of perspectives. Hopper holds up campaigns from Domino's, Jack in the Box, Outback, Panera, Burger King, Applebee's, Wendy's, Ruby Tuesday's, Taco Bell, Texas Roadhouse, Subway and many more-and points out strengths and weaknesses, drawing lessons and offering insights all along the way.

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