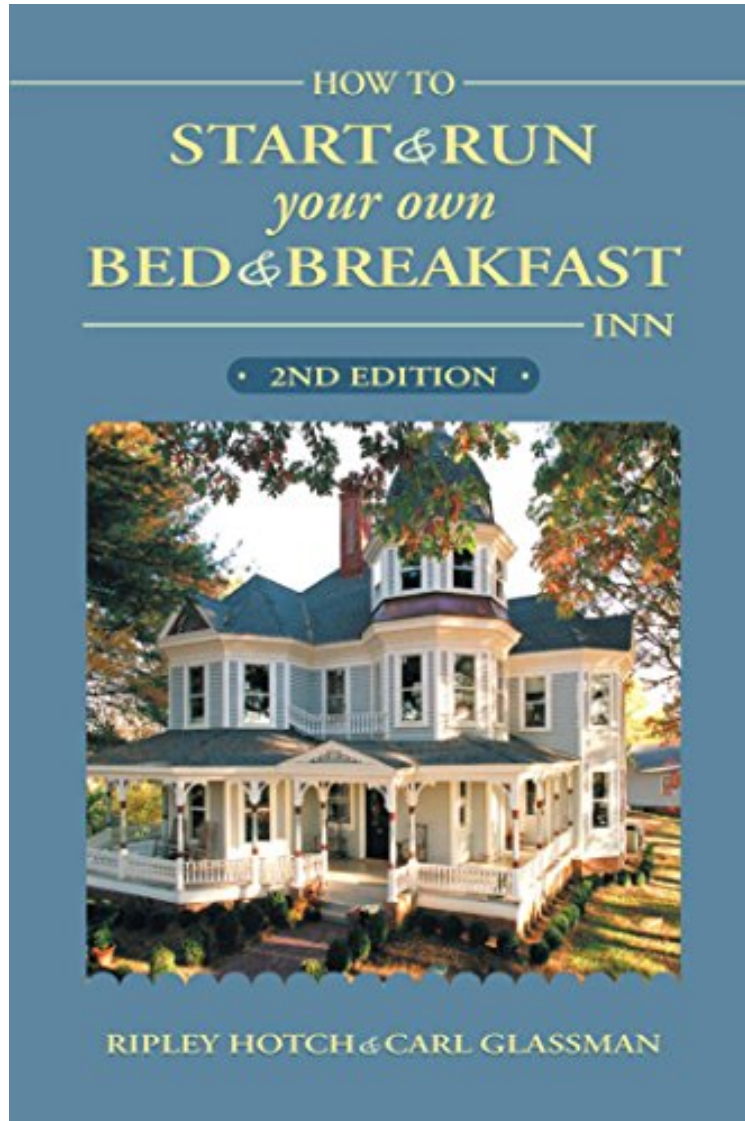


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How to Start Run Your Own Bed Breakfast Inn

Carl Glassman, Ripley Hotch

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Carl Glassman, Ripley Hotch : How to Start Run Your Own Bed Breakfast Inn before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Start Run Your Own Bed Breakfast Inn:

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bull; All the knowledge needed for running a profitable businessbull; Revised and updated with new information on computers, the Internet, and cell phonesExperienced and first-time innkeepers need reliable information to help them meet the challenges of running a successful inn. This book reveals the secrets of the best inns, including information on securing financing, buying and managing the inn, attracting the right guests, developing a business plan, addressing legal and insurance needs, marketing the inn effectively, and locating professional organizations.

From Library JournalAs innkeepers, Hotch (who is also author of *How To Start a Business--and Succeed*, Stackpole, 1991) and Glassman (who conducts innkeeping workshops) know their business. They offer glimpses into other owners' views and advice via quotes gathered by a survey. While this work covers the gamut of concerns for the potential innkeeper (acquiring the inn, handling finances, planning for legal and insurance needs, promoting the business, and taking care of guests), it covers these concerns to varying degrees. Repetition of thoughts and statements could be distracting and construed as condescending by some readers, especially if they already have familiarity with the innkeeping business. Still, this is a good basic practical guide for public library collections.- Margaret B. Bartlett, Rochester Inst. of Technology, N.Y. Copyright 1992 Reed Business Information, Inc. About the Author Carl Glassman is co-owner of the Wedgewood Collection of Historic Inns in New Hope, Pennsylvania, and has offered how-to workshops and consulting services to aspiring innkeepers since 1982. Ripley Hotch is co-owner of Biltmore Village Inn in Asheville, North Carolina, and author of *How to Start a Business and Succeed*.