# Restaurant chain(Chinese Edition)

By MEI ) WA LAI LI KE LI FU BIAN . YAN GE YI

paperback. Book Condition: New. Language:Chinese.Pub Date: 2013-7-1 Pages: 223 Publisher: Liaoning Science and Technology Press. the book combines theory and case by way of systematic and coherent summary of the restaurant chain's design elements. including brand positioning. siting. construction. interior design. interior space planning and other aspects of content. Case partially selected areas of iconic fast-food brands such as McDonald's. Burger King. Yoshinoya and so on. Echoed with the theoretical part of the case. th.

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