

The Denny's Story: How A Company In Crisis Resurrected Its Good Name And Reputation By Jim Adamson

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Jim Adamson is the author of The Denny's Story The Denny's Story: How a Company in Crisis Resurrected Its Good Name by Jim Adamson,

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Bibliography

Adamson, Jim, Robert McNatt, and a Company in Crisis Resurrected Its Good Name. New York: John Wiley & Sons, Bibliography 233 Doris, David T. It s the

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BOOK REVIEW THE DENNY S STORY: HOW A COMPANY IN CRISIS RESURRECTED ITS GOOD NAME. Jim Adamson. New York: John Wiley & Sons, 2000. Many foodservice companies face

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