

If searched for the ebook by Zagat Survey Zagatsurvey New York City Theater: Summer (Zagatsurvey New York City Theater Guide) in pdf form, then you have come on to faithful website.

Yale University Law School, J. Born Nina Safronoff, c. Office "Zagat Survey, L. Career Tim Zagat worked as a corporate attorney in Paris, France, c. Sidelights Husband"and"wife attorneys Tim and Nina Zagat created the influential restaurant guides that bear their name, and which inspire both fear and loathing among restaurateurs. They called their group the Downtown Wine Tasting Association, and it grew in size over the decade. Each establishment was ranked on a numerical scale that rated its food, decor, service, and cost factor. Also included were brief blurbs from survey participants on various aspects of the restaurant, strung together in terse but informative prose. The charges were dismissed when nobody from the restaurant showed up to defend the food. At that point, Nina"the practical visionary," as her husband described her to Yee"decided that they might be able to sell a bound edition to at least recoup their expenses. The two attorneys went to work on finding a publisher for their idea, but their proposal was met with rejection. In their Toyota Corolla station wagon, they took boxes of the first official Zagat New York City Restaurant Survey, with its distinctive burgundy cover, to the small bookstores that once dominated Madison and Lexington avenues. They sold 7, copies the first year, and 18, the second. A turning point came in , when the Zagat Guide outsold the New York Times restaurant guide and was featured in a New York magazine cover story. They found contacts in Chicago, San Francisco, and Los Angeles to review eating establishments there, and those editions proved equally successful. Tim quit his law firm in to manage the Zagat empire full"time, with Nina following three years later. In the early s, the Zagats were intrigued by the new possibilities of online information sources, and signed content"licensing deals with America Online, Prodigy, and other service providers, before eventually establishing their own fee"based website. They ventured into global territory as well, and were publishing information on restaurants and hotels for some 45 cities around the world by At that point, intrigued by possibilities of wireless technology, they invited in investors"among them prestigious venture"capital firms"and began raising capital for a well"executed expansion. Some , people submit recommendations to Zagat Survey, L. But the Zagats also work hard at balancing those numbers by surveying the data with the help of an advisory staff that includes members of food and wine clubs and corporate executives who dine out frequently at some of the best restaurants on the planet. The Zagat Guide does have its share of critics in the highly competitive restaurant world of New York City. The Survey , celebrating its 25th year, caused somewhat of an uproar when its rankings became public in late The newest Zagat gave Grocery, a small 30"seat eatery in the Carroll Gardens section of the borough, a 28 out of a possible score of That result even made the front page of the New York Times, whose food critic William Grimes went back for a visit and adjusted his previous opinion, granting that there had been marked improvement since his first visit three years before. The Grocery deserves a nearly perfect score. But perfection at one culinary level does not compare with perfection at a higher level. A critic can only have a limited number of experiences in a limited number of restaurants during certain times of the year. They get the best seat and the best service. But imagine the guy from Dubuque sitting next to a major New York critic. They publish Zagat Guides for some 70 cities around the world, with sister publications rating hotels, spas, airlines, and rental"car companies. In , they launched a survey of movies, music, and theater. One of their two sons, Ted, also works for the company and published the first Zagat Guide to New York City nightclubs and bars. American food has grown up, garnered respect, and spawned a generation of celebrity chefs. While he agreed that the right product and a sound business sense were vital to the success of any enterprise, what was "more important is doing something you love. Commentary, November , p. Entrepreneur, August , p. Fortune, January 12, , p. FSB, December 1, , p. Newsweek International, June 4, , p. New York Times, November 11, ; October 20, , p. People, September 6, , p.

Chapter 2 : Mercury: The Afterlife and Times of a Rock God - Wikipedia

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By Ben Paynter long Read It began as a mimeographed score sheet, compiling the opinions of about avid restaurant-goers in New York City. They made and broke restaurants and spawned and killed food trends. They boosted rising chefs and exposed the lethargy of established ones. They reshaped not only how and where people eat, but how the restaurant industry operates, channeling more power to consumers. There were even spin-off guides for hotels, nightlife, golf courses, and movies. But Zagat is also a symbol of resilience. Wren McDonald] The first guide: A surprise hit, Tim Zagat and Nina Safronoff meet at Yale Law School, marry, and conceive of an entirely new kind of restaurant-reviewing system. Eaters would rate places with a 0, 1, 2, or 3 across three categories—food, decor, and service. The numbers were added up, averaged, and multiplied by 10 to get a final score between 0 and The end of the line was the same: We started practicing law in New York City. Conservatism played well in that instance. There were [also] columns for each of the major guides. So you could look at the numbers side by side and see what everybody was saying. Mimi Sheraton, food critic, New York Times I remember hearing about a sort of letter going [around] between them [and their] friends, when they were living in Paris. We called it Les Guides des Guide. The head at the time was a guy named Ivan Karp. He was outspoken when he was sober, and this was at the end of a long meal with a lot of wine. He was especially outspoken. Ivan found and cultivated the careers of Warhol and Lichtenstein and Rosenquist and Goings, many artists. He died in You want to force people to make the decision [with the 0 to 3 rating system]—is it excellent or very good? The distribution would be much tighter. Did you like it, or did you not? Making people take a stand was a valuable differentiator to that process. As people got interested, we started circulating [the survey] through our law firms, and then accounting firms and PR firms, places where [people] ate out a lot as part of their work. Daniel Boulud, chef, restaurateur, and founder of the Dinex Group: I was [executive chef] at Le Cirque, and Tim would come in and pass [questionnaires] around to anyone he knew at the restaurant or who wanted to do the survey. The first year we had people. The next year we had The third we had a thousand. We had huge expenses because we had to make copies of all the questionnaires, send them out to [people], then send [the results to data processors]. When we started realizing how much this was costing, we decided that we ought to print it as a book and see if we could find a publisher. Every single publisher we saw turned us down. Which of course was the best thing that ever happened to us. We started printing these books ourselves, distributing them ourselves. We put boxes of books in the back of our station wagon and drove up Madison Avenue and down Lexington Avenue, stopping in bookstores and asking them if they would like to carry our guides. We got it into Doubleday, which was a small book-shop chain at the time. It turned out we were one of the best sellers. Wren McDonald] The Brand expands—and infiltrates the food world, A custom printing division helps boost the company as it tackles more cities, and in Zagat launches a guide for hotels, resorts, and spas. Pete Gogolak came to us from one of the financial printing companies. Young, and later at RR Donnelley. Could I get deluxe customized copies? He is an enormously charismatic guy, and he would go around to all of his best clients, getting these big companies to want to buy their own custom Zagat guide. The change in business model, [to focus on] these specialized books as opposed to the bookstores, was what really made the company so profitable. A hundred people said it was crowded and noisy. Drew Nieporent, founder, Myriad Restaurant Group: They wanted to be taken care of. I met [Tim and Nina] when I was at Microsoft in the early s. They named me the chief gastronomical officer of Zagat and gave me a business card. Allan Ripp, Zagat public relations director Tim was relentless about marching out books even if there was a small market. If he could find an editor in Kansas City or St. Louis, it was worth it to continue spreading the brand and creating national data. I would usually go around with friends, sometimes people from the media. He came to the kitchen many times. The cooks were, I think, very surprised and amused by the situation, that Tim Zagat was giving them Zagats. Believe me, they were taking them. I remember the days when they would just walk in

and out, they may not even eat, but they would just want to get a sense, a smell, a look, I think, to correlate the feedback they were getting from their reviewers. We were very much aware of the possibility of cheating, and we had to deal with it. The way most people cheated is stupid. They would give it a highest possible rating, lowest possible cost. Later on, we had a variety of ways of checking by computer. New York City has never been strong in tech. We launched our first site in May of . We decided that our business model should be consistent in that we were paid-for books, [so] we should charge for our content online. I think at one point it was close to half-a-million people. They had a strong following, obviously, with the consumers but also with the reviewers. I actually spent a lot of time strategizing with them [about] who they would take money from, what they would do. We were lucky because we hit it at the top of the boom. We probably would never have gotten the same deal six months later. I also do research on dinosaurs. Timing could not have been worse for investors, but excellent for Tim and Nina. We had numerous free competitors who presented a considerable challenge for consumer attention with the likes of Yelp and MenuPages. We built out our own, similar kind of menu-processing and data-entry system so that we could offer menus. Zach Brooks, founder, Midtown Lunch blog: When I moved to New York in , there was this blogging thing that started to happen. People were [bringing] cameras to their meals and taking photos. And obviously, being able to go online to see photos of that food became super compelling. We had a strong brand. There was real revenue coming in from subscriptions and sponsorships. It took a while to get a good technology base for people posting reviews. But it was better than what the Zagats fielded in that era. Ashley Hayes, sales manager, Yelp ; community manager, Google Places “ Michael Luca, business administration professor, Harvard: The fact about content generation on the internet is that the more things you make somebody do, [the steeper the] drop-off in [their] willingness to contribute. Having a simple 1 to 5 with [an open comment area] where people can do their own thing would get a lot more content than having people fill out separate boxes. The last thing in the world I would have wanted to be was Yelp. The idea that you [had to scroll from] everybody who loved it down to everybody who hated it and figure out where you came out on the spectrum, I thought it was totally wasteful. Michael Anderson, agriculture and resource economics professor, UC Berkeley: The company tried to sell itself around , with Goldman Sachs doing the deal. Ruth Reichl, restaurant critic and food editor for the L. At Gourmet, we even talked to them at one point about acquiring it. They were too far behind in their understanding that the internet was going to make them obsolete. They were looking to find a partnership. We did talk about [being open to offers] but then the market changed and we just withdrew. We proceeded to do a major website redesign that focused on trying to create the best restaurant search experience on the web.

Chapter 3 : Tim and Nina Zagat - Wikipedia

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Zagat New York City Theatre Guide by Zagat Survey Staff Here's what you need to know to pick the right show. The ratings and reviews are based on the opinions of thousands of avid theatergoers.

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