



A Business Approach to Reducing Drunk Driving (Paperback)

By Gregg P Hanour

Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Fifty per cent of the annual ten thousand DUI deaths in the United States involve victims who had their last drink at a licensed drinking establishment. Most of those had a blood alcohol content close to twice the legal limit. Based in his own experience opening, owning, and operating two wildly successful night clubs, Gregg P. Hanour recounts the havoc wreaked by his inebriated patrons, and the skyrocketing insurance costs and unwanted scrutiny by city and state authorities that also ensued until, after ten years, he contacted MADD and began to reshape his approach to alcohol service. While competitors went out of business, most because of the costs and consequences of over-service of alcohol, the author and his management team over-hauled operations and made responsible alcohol service a core principle. Problems inside his club dropped significantly and his profits flourished. In A Business Approach to Reducing Drunk Driving, the author offers recommendations to both the private sector and public officials to ensure alcohol is served responsibly, including mandatory employee and management training, as well as increased law enforcement oversight. The ideas proposed have...



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