

# Starting a Successful Restaurant

Insights from Danny Meyer



The CEO of Union Square Hospitality Group dishes with Charlie Rose about his success as a creative restaurateur. The creator of the Shake Shack and other successful food concepts, Meyer discusses how he changed from a political science major to the food industry, and eventually realized that being a chef was not his calling, a fact that he knew with certainty after getting into a fistfight in his new restaurant with a customer.

Meyer explains how, as a teen, he watched his entrepreneurial father file for bankruptcy and how the experience afterwards influenced his business decisions as an adult.

**Terrific, insightful 25-minute interview also details how he merged his skill in the food industry with artistic ventures, and how a student**

working on a doctoral thesis came to work for his company then developed her own startup in another industry.

Dee Adams is the author of *Finding Your Niche: Discover...*  
<http://wp.me/P3Kr4S-U>

#### Reference

<http://www.charlierose.com/view/interview/12311>