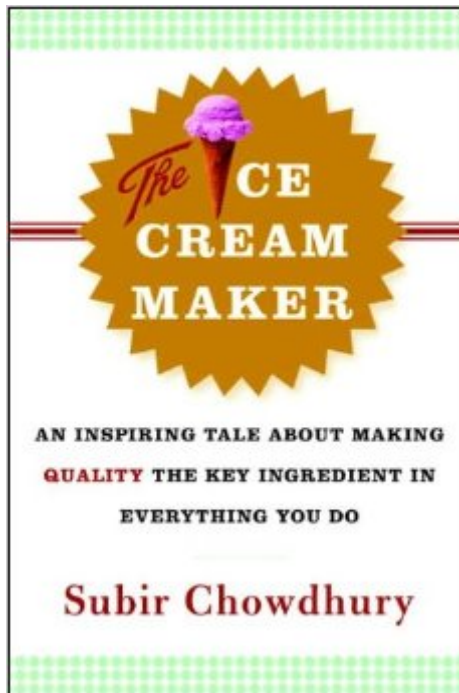


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# The Ice Cream Maker: An Inspiring Tale About Making Quality The Key Ingredient In Everything You Do



## Synopsis

Innovation, claims quality consultant Subir Chowdhury, is part of America's DNA. No other country in the world matches America's creative drive and its ability to turn innovative ideas into revolutionary products—from antilock brakes and steel-belted radial tires to sophisticated software and microprocessors. But as fast as we introduce new products, we lose the markets we establish to countries that know how to manufacture higher quality versions for less money. As Japanese and European firms win market share by concentrating on quality, America is continually forced to rely on innovation to stay ahead. In *The Ice Cream Maker*, Chowdhury uses a simple story to illustrate how businesses can instill quality into our culture and into every product we design, build, and market. The protagonist of the story is Peter Delvecchio, the manager of a regional ice cream company, who is determined to sell its ice cream to a flourishing national grocery chain, Natural Foods. In conversations with the Natural Foods manager, Peter learns how the extraordinarily successful retailer achieves its renowned high standard of excellence, both in the services it provides its customers and in the foods it manufactures and sells. Quality, he discovers, must be the mission of every employee; by learning to listen, enrich, and optimize, he can encourage and sustain the highest levels of quality in everything the company does. Like *Fish!* and *Who Moved My Cheese?* *The Ice Cream Maker* offers an essential and universal lesson about one of industry's foremost challenges in a thoroughly engaging style. For managers and executives, small business owners and entrepreneurs, *The Ice Cream Maker* is a compelling, eye-opening guide to the most effective ways to achieve excellence and become industry leaders on the global stage.

## Book Information

Hardcover: 115 pages

Publisher: Doubleday Currency; 1st edition (October 4, 2005)

Language: English

ISBN-10: 0385514786

ISBN-13: 978-0385514781

Product Dimensions: 5.3 x 0.6 x 7.8 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars — See all reviews (52 customer reviews)

Best Sellers Rank: #62,419 in Books (See Top 100 in Books) #37 in Books > Business & Money > Management & Leadership > Quality Control & Management > Quality Control #577 in Books > Business & Money > Business Culture > Motivation & Self-Improvement #627 in Books >

## Customer Reviews

I'm sure that this book will get some very enthusiastic reviews (which I've already seen), as well as some reviews saying, essentially, "Where's the beef?" And, in the end, both are going to be right. This book is 100 pages, double-spaced, and about the size of my outstretched hand.

Obviously, it can't be a definitive textbook on how to make dramatic changes in the workplace. What it does (quite successfully in my opinion) is to open one's eyes, and inspire the reader to see where change is needed. Basically, it advocates the opinion that many US companies have focused on their own "bottom line", or on "making a splash", without actually going to the consumer, finding what their very BASIC needs are, and focusing on meeting the need. (A prime example from the book - a dealership, for the first time, gathered disgruntled former customers in a focus group. They asked the customers about all of the "perks" they offered - pickup/dropoff service, fancy keychains, donuts/coffee... and the customers all liked the changes. In exasperation, the owners asked why they didn't return -- and finally heard that they had brought their car to the dealership several times, and the car wasn't fixed.) Of course, this book can't answer every question. For example, the primary "story" focuses on an ice cream company who needs to get their product into a "Natural Foods" chain - If the "target" was getting into Wal-Mart, would the definition of "quality" change? What do you do with employees who don't "catch the spirit" in light of employment law/unemployment insurance? However, it is a great inspirational piece - and I look forward to reading other books in order to answer those remaining questions.

This is a story about a guy who doesn't really exist -- but he might be you. He's worried about his job. He thinks he understands why people buy from some companies and not from others. He's wrong. Ice cream isn't really essential to the story. It's really about finding out what your customers want and then making sure you give it to them consistently so that they're never disappointed. But as metaphorical products go, ice cream is a lot more fun at a business meeting than throwing fish around or wondering where your cheese has gone. While the author's message could have been put more simply without a tale about ice cream, the message still shines through. Just having the book on your shelf can remind you that every customer matters and every unit shipped matters. And it's even a pretty fast read.

Every person needs to read this. It changes your whole way of thinking. Too many people try to just

"get by" and settle. To do the bare minimum to pass. Well this book teaches you, through many stories, that life shouldn't be that way. It's all about passion. What's yours?

I still fall for these "quickies". Many years ago I'd read "The Goal", "The one minute manager" and "Raving Fans", which I consider the best of this genre. If I read this before them perhaps I'd give it a 5 star.

I LOVED THIS BOOK! It was so inspiring and motivating. It really made me see business in a different light. I am a social work major and we read it in a class. When I first was told I had to read this book I was puzzled because it was about business. The book really helped me look at leadership in a different way as well as just treating others in general. I would say this is a good read for anyone despite their major.

Subir Chowdhury has done it again! This book will become a classic like "Fish!", "Who Moved My Cheese" and "The One Minute Manager". The timeless lessons in this book will take your quality to a new level by adopting the simple but powerful concept of LEO - Listen, Enrich and Optimize and these lessons can be applied to self, small business, large corporations, schools and even government. Quality truly is everyone's business.

I remember reading this in college and it was great and such a quick read. I couldn't put it down when I came across it again I knew I had to add it to my digital library. Highly recommended to Engineers/Managers/Business Development

An excellent parable that takes a boring concept like quality assurance and brings it to life. It shows what happens when every voice in an organization is heard and everyone is looking towards the same outcome.

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