



## The Ice Cream Maker: An Inspiring Tale about Making Quality the Key Ingredient in Everything You Do

By Subir Chowdhury

Broadway Books (A Division of Bantam Doubleday Dell Publishing Group Inc). Hardback. Book Condition: new. BRAND NEW, The Ice Cream Maker: An Inspiring Tale about Making Quality the Key Ingredient in Everything You Do, Subir Chowdhury, 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 his ice cream to a flourishing national grocery chain, Natural Foods. In conversations with the Natural Foods manager, Peter learns how the...



[READ ONLINE](#)  
[ 8.26 MB ]

### Reviews

*The best pdf i at any time read. It is one of the most remarkable ebook we have read through. You wont really feel monotony at anytime of your own time (that's what catalogs are for concerning should you check with me).*

-- **Reggie Streich**

*This kind of publication is every little thing and taught me to looking ahead of time and a lot more. It is packed with wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Ida Herman**