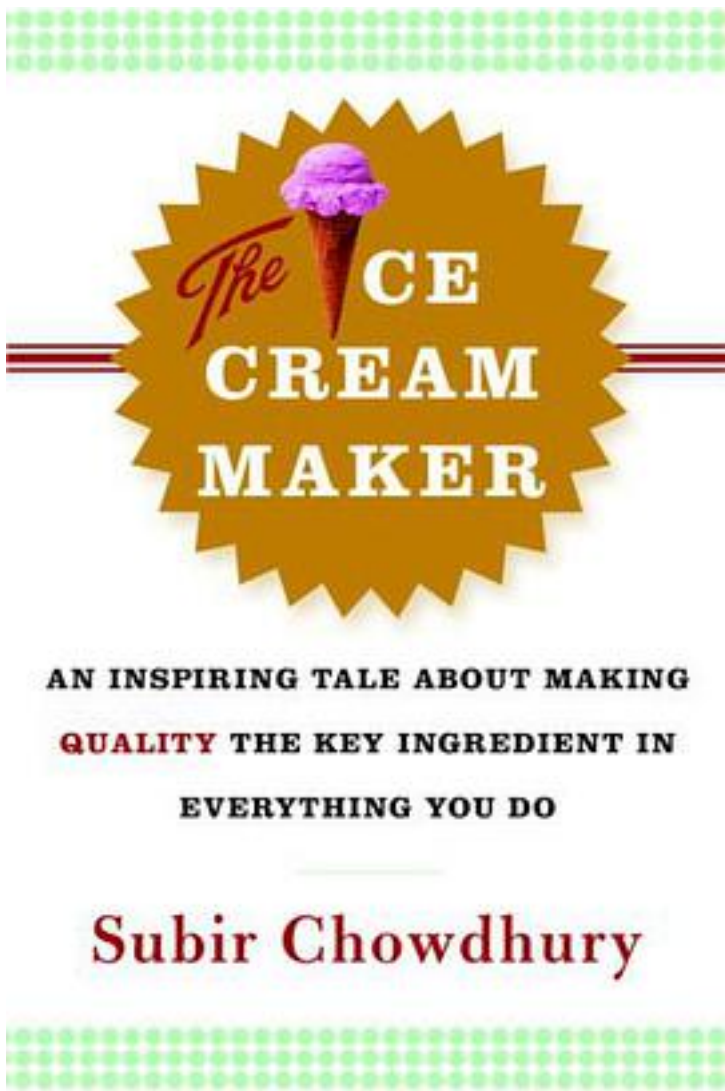


The Ice Cream Maker



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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.

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目录:

[The Ice Cream Maker_下载链接1](#)

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