



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

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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 its ice cream to a flourishing national grocery chain, Natural Foods. In conversations with the Natural Foods manager, Peter learns how the...



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