

## ***The Ice Cream Maker***

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I was taking a break from watching football today, and decided to pick up the book *The Ice Cream Maker* by Subir Chowdhury for a few minutes. It's a little over 100 pages, and I figured I could read a few pages between watching the Chargers and Raiders. I didn't expect to finish much of the book, but boy was I wrong! I took my focus completely off the game and finished the whole book! Having read [Raving Fans](#), *Who Moved My Cheese*, *Gung Ho!* and *FISH!*, I've come to enjoy the parable-style business books. This book was written in that same, cute, interesting style, and of course packed a HUGE lesson into the parable... *The Ice Cream Maker* reminds you that no matter what your product is, if you focus on listening to your customers, enriching their experiences, and then optimizing your operation, you can be the best at what you do. Make every day a Great Day!