

The Washington Post

Sunday, October 9, 2005

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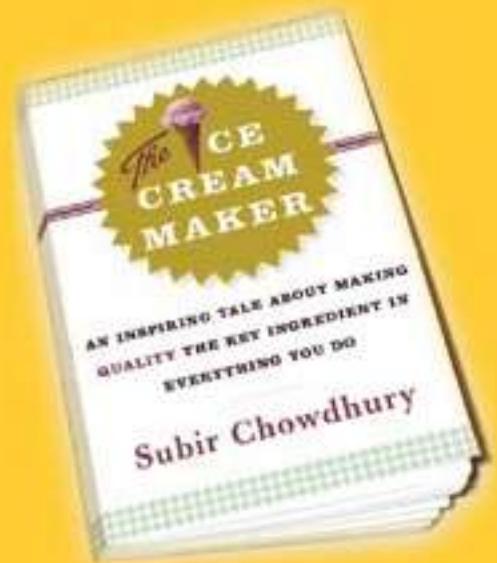


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In *The Ice Cream Maker* (Currency/Doubleday), Subir Chowdhury has created a short fable about a manufacturing firm that learns to trust its employees, listen to its customers and focus always on quality. The fable format is contrived, but in 115 jargon-free pages, he boils down most of the wisdom of modern management theory and practice that is equally relevant to chief executive and front-line clerk. Running through the tale is Chowdhury's frustration with U.S. firms that are the best in the world at coming up with breakthrough inventions but still haven't figured out how to follow through with the quality production and service that would allow them to reap more benefits from their ingenuity.

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