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Reviewed by **Skip Corsini, Director Dale Carnegie Training**

THE ICE CREAM MAKER

BY SUBIR CHOWDHURY

Currency Doubleday, $16.95

You'll all remember a bygone era when total quality management (TQM) and related concepts were all the rage. For me, TQM pretty much didn't have anything to do with how real work got done or how it was measured, but, hey, it sold a ton of books and seminars. It was a fair idea that produced good commerce, kind of like what happens in movies with epic refuse such as "Titanic." I would probably feel the same way about Six Sigma, though I've never worked in manufacturing and haven't seen the concept in action. On the other hand, quality is something you can see and feel in a business or nonprofit organization, as well as taste in good ice cream.

In *The Ice Cream Maker*, author Subir Chowdhury clearly knows his quality from his Six Sigma, for sure. He's got prior books about Six Sigma on the market and his list of clients is both gold-plated in prestige and international in scope. And whereas his other books are tough to finish for generalistas like myself, this one goes down like a dish of fine vanilla bean with Guittard.

As you'd expect in a fable of 115 pages with not one matrix, it is a simple presentation that will read to some like the unfortunate cheese and seafood combos that have been published in recent years. In this case, ice cream wins the contest, easily. **Go get a couple of dozen of Chowdhury's books and serve them around to the team. You'll get thanks, cookies and good deeds in return.**