

MUST READ: The Ice Cream Maker

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The Ice Cream Maker **Subir Chowdhury**

- Price — Rs 125
- Publication — Random House

These days bookstores are overflowing with titles on business management and better productivity. When I started reading *The Ice Cream Maker*, I felt it was going to be one of the same run-of-the-mill stories which would sermonise and recapitulate all the so-called important ingredients of good management skills.

What I found however, was a crisp, jargon-free account of a business venture that pulled itself up on the basic premise of quality work. It was a pleasant surprise to go through the 100-odd pages of precise content and a decent storyline to keep me from putting the book down.

Even more importantly, this book is not just about business management. It talks of some very fundamental issues like quality management which we can implement in our lives.

And for a change it does not sermonise, it only suggests. The author Subir Chowdhury has dealt with the subject of being an effective manager through the story of an ice cream manufacturing company. The book is conversational rather than academic.

It never preaches and makes understanding complex topics an enjoyable activity. Towards the end of the book, one is forced to feel for the protagonist as he successfully overturns the fortunes of a failing business.

By emphasising on some simple yet essential aspects of business management, Chowdhury has helped the readers in recalling the basics and keeping it simple. It is an inspirational self-help book that can be read at leisure and the points implemented in life.

A must read for businessmen, even those who have made a name for themselves and for everyone else willing to keep aside their notions of self-help books.