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## FABRICANTE DE HELADOS, EL

By Subir Chowdhury

Ediciones Empresa Activa, 2006. soft. Book Condition: New. Cada año surgen nuevas empresas dispuestas a producir mejor y más barato. ¿Qué podemos hacer para prosperar en un mercado cada vez más competitivo? La clave está en uno de los pilares de toda iniciativa empresarial: la calidad. Si usted descuida este aspecto de sus productos o servicios, no importa cuánto invierta en alcanzar el éxito: no podrá mantenerse mucho tiempo en la cima. La historia de Peter Delvecchio, director de una fábrica de helados, pone a nuestro alcance una valiosa lección: la calidad es mucho más que un simple eslogan, y todo esfuerzo por alcanzarla tiene siempre su recompensa. The Ice Cream Maker nos enseña que la calidad debe convertirse en el atributo esencial de nuestra labor. Para ello debemos estar siempre dispuestos a reinventar nuestros métodos y a buscar la perfección en todo momento; y, por encima de todo, debemos aprender a escuchar a nuestros clientes: ellos definen la calidad de un producto, no nosotros. Subir Chowdhury es autor de best sellers como The Power of Six Sigma. Al frente del ASI Consulting Group ha asesorado a directivos de todo el mundo acerca de los beneficios de implantar la...

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