

OUTLOOK Business

MAY 5, 2006

By RISHI V K

A Cool Lesson

This is as cool as it could get. Modern management wisdom is popular fiction mould. *The Ice Cream Maker*, the latest fare from quality expert Subir Chowdhury, looks destined to be a management classic on the lines of *Fish* and *Who Moved My Cheese*.

It tells the tale of how Pete, a manager of an ice cream plant, and his colleagues revive their sinking company, Dairy Cream, and save their jobs just by changing their attitude and making quality the central theme. *The Ice Cream Maker*, as *The Washington Post* put it, "is equally relevant to the chief executive and front-line clerk" and it may well surpass the success of Subir's international bestseller *The Power of Six Sigma*, which sold over a million copies. No jargon, no number crunching, just 115 pages of light reading. And you have perhaps the best management book of the year.