

Book highlights importance of quality in all work Quality:

something of which I have always been a huge fan.

I'm talking about the human kind of quality -- that of customer service and care. "Service America" and "Moments of Truth" are books I read years ago. They helped me understand how to build a customer-centric company, long before that word (customer-centric) even existed.

Subir Chowdhury, author of a few Six Sigma books, has written the perfect primer for people who need a refresher course or are merely wondering why their business seems to be stagnating. We all have customers, whether we are retail merchants, manufacturers, teachers or bureaucrats.

This book is the story of a guy who runs an ice cream company, hence the title (clever folks, these authors).

The guru -- all fables seem to have gurus -- is a friend of the ice cream guy and he leads our character through the stages of implementing quality processes that will improve his product and, therefore, save the plant from closure. The author uses LEO as the acronym for the keys to understanding and implementing quality.

"L" is Listen to both your internal and external customers. "E" is Enrich your business with innovative ideas and "O" is Optimize what you are doing as in striving for perfection.

This is a book I have given to people on my staff and we will be using to implement some changes in the future. Pick it up and learn."