

# LIBRARY JOURNAL

Susan C. Awe, Univ. of New Mexico, Albuquerque  
October 15, 2005

"This brief but timely volume provides much-needed advice and insight into improving quality in American business practices. Chowdhury (CEO, ASI Consulting Group; *The Power of Six Sigma*) offers a parable in which the manager of an ice cream manufacturing company learns from a successful grocery retailer how success is achieved. Through a fascinating dialog between the two men, readers will learn about the "Listen, Enrich, and Optimize (LEO)" concept. Chowdhury, an internationally known management and quality consultant, drives home the important point of building and providing quality in every aspect of the organizational culture to establish and retain a position in the global market. He also reaffirms the idea that "the bottom line in quality is defined by the customer." For a company to be successful, its products must meet customers' expectations, performing as promised, even exciting or delighting the customer. Small-business owners/managers and business students and faculty will all learn from this practical parable with the moral that in the long run "quality is cheaper...than good enough."