



El fabricante de helados (Narrativa empresarial) (Spanish Edition)

Subir Chowdhury

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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.

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