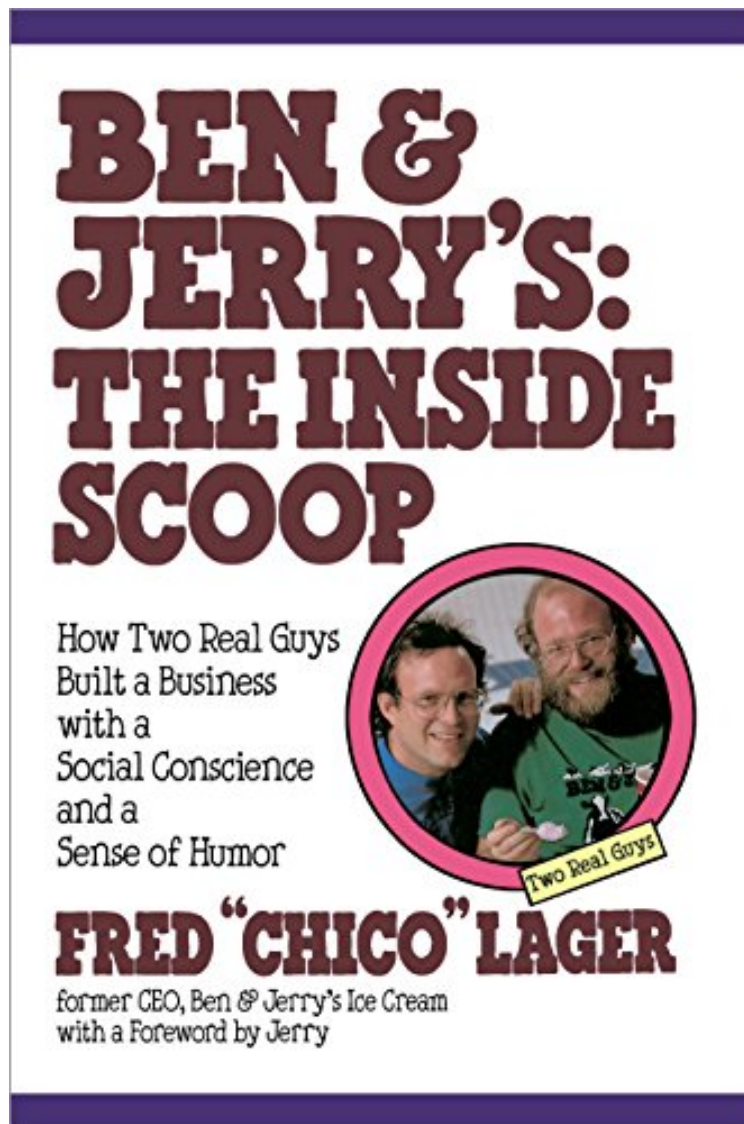


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## Ben Jerry's: The Inside Scoop: How Two Real Guys Built a Business with a Social Conscience and a Sense of Humor

*Fred Lager*

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**Fred Lager : Ben Jerry's: The Inside Scoop: How Two Real Guys Built a Business with a Social Conscience and a Sense of Humor** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ben Jerry's: The Inside Scoop: How Two Real Guys Built a Business with a Social Conscience and a Sense of Humor:

2 of 2 people found the following review helpful. As I Expected...By J. ErvinIt's a very good book about Ben Jerry's rise from a couple of hippies in an old gas station to the Ben Jerry's we know today. My husband and I are small

business owners who manufacture another type of food product. The events in this book hit pretty close to home in terms of what we might run across or have already experienced. I must confess, however, I haven't finished it yet. The reason for this is that I mainly read before bedtime. I can't read this book then because it keeps me up at night worrying that our business might run into some of these same pitfalls!!! My mind starts spinning with what I've read and I have trouble falling asleep which is a good indication of how good the book is - I keep thinking about it!!0 of 0 people found the following review helpful. Must read for any entrepreneur....or Ice cream lover!By Rob PiechotaWhile this can be viewed as a text book of sorts for the aspiring entrepreneur, it also reads like a fun non-fiction work whether you like ice cream or not. Chico did a great job, (although I don't know how he managed to recall with such clarity the very essence of each moment) of telling the story and communicating the emotions that prevailed. It was one of those books that I hated to finish. For those in the business world, it is a great source of lessons..."how to do great things", and "how to not do some things". Fred "Chico" Lager, Ben, and Jerry....Thank you.0 of 0 people found the following review helpful. A truly satisfying and insightful readBy Donovan Punteacute;This book is a backstage pass to everything Ben and Jerry's. It goes beyond many "formal" business books and you really get a chance to feel what it's like inside a socially responsible, beloved brand.

"Deftly and compassionately captures [Ben's] genius in all its entrepreneurial splendor...This tale will keep you entertained."--New York Times Book Review.A former CEO of Ben Jerry's tells how two '60s holdovers built a single ice cream store into one of America's hottest companies. From modest beginnings--opening their first ice cream shop in a renovated gas station--to entrepreneurial challenges, including their clash with Hauml;agen-Dazs, to becoming a multimillion dollar company, Lager provides an insightful insider's account of Ben Jerry's ice cream empire.