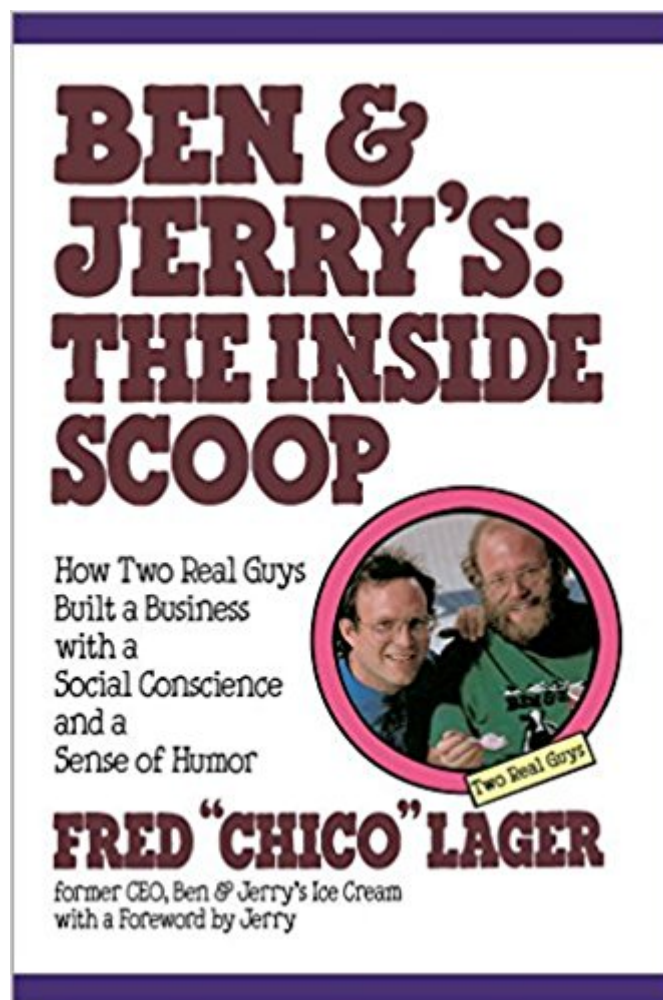




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Ben & Jerry's: The Inside Scoop: How Two Real Guys Built A Business With A Social Conscience And A Sense Of Humor



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Synopsis

"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 Häagen-Dazs, to becoming a multimillion dollar company, Lager provides an insightful insider's account of Ben & Jerry's ice cream empire.

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Customer Reviews

Can a business succeed if it is being run by someone who thinks a meeting is valuable when it produces good lines for his company-inspired screen play? Well, yes. In spite of a sometimes slapdash operation, a superior product and hard work save the day in the case of Ben & Jerry's ice cream. This presentation is not a guide for entrepreneurs. Rather, it is a case study of the problems an owner-operated company faces while evolving into a large corporation. Ben and Jerry have tried, with difficulties, to implement their liberal social agenda through the business. For example, they buy some food products through a company operated by homeless persons. The account is interesting rather than educational and may appeal more to Ben & Jerry's ice cream lovers than businesspersons. Reader Joseph Campanella narrates well. Recommended for public libraries in areas where Ben & Jerry's products have a high profile. Mark Guyer, Stark Cty. Dist. Lib., Canton, Ohio Copyright 1994 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

While Ben & Jerry's is one of the leading innovative and socially responsible businesses, this tale is as much an example to young entrepreneurs of what not to do as it is a model of exactly what to do. Lager, former CEO of Ben & Jerry's, was one of the company's early players, leaving in the 1990s, and he writes a captivating story about the \$200 million, publicly traded enterprise, which originated in a rehabbed gas station where its founding fathers once ate saltines and sardines and slept on freezer chests all winter to be able to open by spring. Ben Cohen's dedication, marketing brilliance, and creativity and Jerry Greenfield's burnout, resignation from the company, and return are all faithfully documented, along with the dedication of the production workers to the ideal that has characterized Ben & Jerry's. Lager captures the sense of humor that kept the company going through rough times, but that humor dissipates into whining when the author reaches the years when he and Ben were at ideological odds. Those few chapters aside, this business history will be an inspiration to those struggling with their own young businesses as well as a great read for those who just love ice cream. Caroline Andrew --This text refers to an out of print or unavailable edition of this title.

It'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!!

While 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.

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.

This book came at the right time in my life and I enjoyed reading about two ordinary guys who just started out in a gas station with a few dollars and a taste for ice cream. Before reading this book I had never tried Ben and Jerry's Ice Cream. After reading the book I did try their ice cream and what an ice cream it is. I would recommend this book to all the Ben and Jerry Ice Cream eaters out there and to the non ice cream eaters too. And if you are just starting out in a small business, pick up a copy of this book and you will see how long it takes to make a company big and then what to do when it gets big. Always remember your people (employees) !!!

Fred Lager tells the entertaining story of how Ben and Jerry created a successful business model consistent with their commitment to enjoying life, honoring the communities that they were part of and people around the world who lacked power and basic necessities. Today, we know that these two real guys worked with total dedication, creativity and intelligence to succeed. Along the way they disproved many principles business development. But this is a story of learning by trial and error, about the value of having and holding to a set of firm values and about creating meaningful relationships and partnerships as you build a business or a meaningful life.

This is the required reading for my Foundations of Business class, and although skeptical at first, I absolutely loved this book and totally understand why the professor would assign this book. The book tells the story of how Ben and Jerry's began and the direction it's in now. It explains every aspect of the business including Marketing, Operations, Management, Social Responsibility, and tells all the internal issues the company had to deal with. Exciting, intriguing, and informative book about what it takes to be an entrepreneur. I'm going to pass this book around within my family and friends.

I bought this book because I had to write a research paper about a business. I was surprised how interesting this story was-I never knew Ben & Jerry were so darn cool. But much of the book is about legal issues they encountered and it got pretty boring at times. If you like to read, this would not be a waste of time.

I read this book in preparation for a presentation on a values-led organization. I liked that the book

was factual, but was bothered by the forward that Jerry wrote. I was left an impression that there was some animosity between himself and Chico. If I had to do over again I would have read the book written by Ben & Jerry themselves.

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