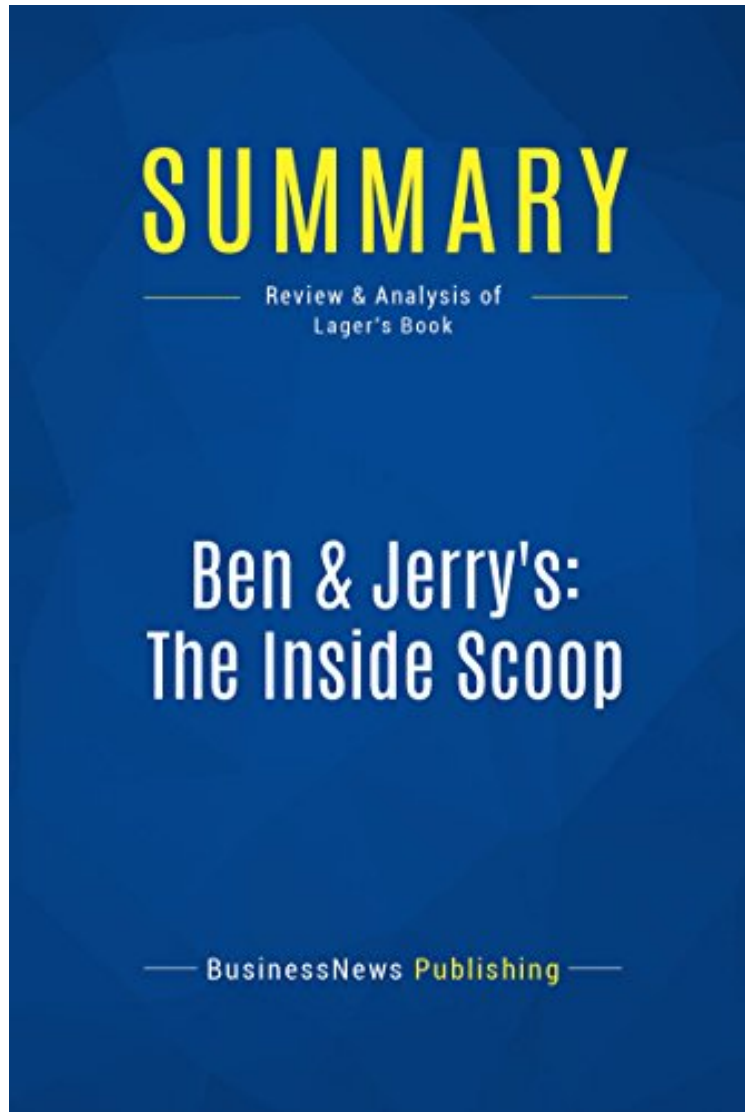


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## Summary: Ben Jerry's: The Inside Scoop: Review and Analysis of Lager's Book

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The must-read summary of Fred "Chico" Lager's book: "Ben Jerry's: The Inside Scoop, How Two Real Guys Built a

Business with a Social Conscience and a Sense of Humor". This complete summary of the ideas from Fred "Chico" Lager's book "Ben Jerry's: The Inside Scoop" tells the story of Fred "Chico" Lager's experiences in creating this brilliant business. Indeed, in less than 15 years, Ben Jerry's grew from an ice cream parlour in an abandoned gas station in Burlington, Vermont, to a publicly traded corporation with annual sales of over \$100 million. But what characterises Ben Jerry's is that this company made it to the top while remaining one of the most innovative, progressive and socially responsible businesses in the world. They stayed true to their vision, fought for what they believed was right, and were generously rewarded.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Ben Jerry's: The Inside Scoop" and discover an inspirational story of two entrepreneurs struggling with their young business and making it a success.