



**Summary: Ben & Jerry's: The Inside Scoop - Fred
"Chico" Lager: How Two Real Guys Built a
Business with a Social Conscience and a Sense of
Humor**

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Complete 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 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 parlor in an abandoned gas station in Burlington, Vermont, to a publicly traded corporation with annual sales of over \$100 million. But what characterizes 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.

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