



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

The former CEO of Ben & Jerry's tells how two '60s holdovers built a single ice cream store into one of America's hottest companies. "Deftly and compassionately captures [Ben's] genius in all its entrepreneurial splendor...This tale will keep you entertained."--**New York Times Book Review.**

*From the Trade Paperback edition.*

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