Annotated Bibliography


The intent of this book was to explain the progression of ice cream manufacturing, from basic vanilla to fanciful flavors on the palette. The book contained three key sections: the invention of ice cream; the incorporation of ice cream into every day dining; and the marketing strategies that made ice cream a popular dessert choice. The book was useful in acquiring the information needed to understand its start and evolution in the dining environment. The book provided solid information on how ice cream flavors have been created and marketed over the years, with heavy emphasis on Ben and Gerry’s ice cream concoctions. Although the book is detailed in the development and integration of ice cream over the years, the book is limited in terms of business start-ups. The book is lacking on historical knowledge regarding Baskin Robbins, Dairy Queen, Tasty Freeze, and other ice cream business. These limitations may be due to the author attempting to reach out to one specific audience- the casual diner of food establishments. The book touches on the business and marketing side of ice cream, but does not go into the depth needed for research focusing on the impact marketing has on flavor development (although there is an entire section dedicated to this process). With regard to the overall book, the author presents a compelling chronology on how ice cream started off with basic vanilla, evolving to Rocky Road and even Cherry Garcia. The author concludes that society, impressed by the latest ‘bells and whistles’ of technology, want to have that same level of impression on the flavor of ice cream introduced to its societal palette. Reading the book was rather enjoyable. Understanding how ice cream was introduced as a dining dessert option, in the early days and now, provided for a fascinating read. Although the content on marketing strategies was a bit ‘thin’, the overall book was informative in the other two sections.
The primary focus of this source was to provide the reader with information on small business development and start-up strategies for the ice cream and candy manufacturers. Candy makers and ice cream producers can follow a strategy proven successful by examples presented by the author. The content covered basic business principles, marketing strategies, and economic cues for success and potential pitfalls. The 15 chapter book highlighted the steps needed to stand out from the competition, while maintaining levels of high quality in the products produced for consumption. The material provided in the book was informative in terms of outlining marketing strategies. The key limitation of this book was in the area of ‘consumer opinion’. Little documentation was provided on the need or importance to acquire data from consumers of candy or ice cream. Since this book was written as a start-up guide for the entrepreneur, it should have contained a chapter focused on customer satisfaction research, and the steps needed therein. Overall, the book is solid in providing information on how to determine business locations, how to market the business and product to be consumed, as well as strategies for continued success. As such, the author concludes that a business can be successful if it follows an established plan, minimizing personal emotion in the process. When reviewing this book it was clear that the author preferred businesses that can change over time—much like ice cream businesses that can create new ‘cutting edge’ flavors for palette enjoyment. The author noted concern for businesses trying to exist purely on name alone. In all, the content was informative, with emphasis given on ‘strategy’. Much of the content is helpful in gaining an understanding on how marketing impacts consumer selections. Yet, the one drawback, as deemed by the reviewer, is the limited information on consumer satisfaction research. The reviewer believes the book would have been stronger if a section on satisfaction research would have been included as part of the marketing component.

This journal article was written to provide the reader with information on how the fast food industry has changed over the years. The start of the article focuses on McDonalds and the influence it had on coining the term, ‘fast food’, in everyday conversation. The article then goes on to address how the definition of ‘fast food’ has expanded to include drive through restaurants offering Mexican food, Chinese food, and even Italian food. The last section of the article discusses the incorporation of ice cream and other desserts, specifically muffins and cupcakes, into the fast food dining experience. The contents of the article provide useful information in understanding the evolution of the fast food industry. The article also provides compelling information on fast food chain stability—where some businesses are able to stand the test of time, where other super-nova. The limitations of this article fall in the area of marketing to meet consumer demands. Although this article is intended to be read by a fast food consumer, or possibly food critics and fast food ‘chefs’, it is lacking in the information needed to understand HOW a fast food chain can survive by understanding the palette needs of a society ever-changing in its preferences and view of health standards. That being said, the author does present a solid conclusion regarding the palette of America. The author concludes that the American palette will not sacrifice flavor for the sake of ‘speed’. Americans want their food almost instantaneously, but will allow an extra moment or two for the perfect ‘bite’. In all, this article was enjoyable to read, revealing psychological patterns of Americana, in terms of flavor preferences, changing attitudes over food, and the amended definitions of ‘healthy eating’ over time. The article does well in providing a glossy overview on the evolution of the fast food industry, with said evolution resulting from the changing palette preferences of America.