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Dave Morse

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#6927625 in Books Morse Dave 2016-05-25 Original language: English 9.00 x 1.18 x 6.00l, 1.52 #File Name: 1523449969522 pages The Jv Team A Ripping Good Tale of Ben Jerry s Russian Joint Venture | File size: 36.Mb

Dave Morse : The JV Team: A Ripping Good Tale of Ben Jerry's Russian Joint Venture before purchasing it in order to gage whether or not it would be worth my time, and all praised The JV Team: A Ripping Good Tale of Ben Jerry's Russian Joint Venture:

1 of 1 people found the following review helpful. An Insider's Perspective By MM When I saw this book on , I couldn't

wait to read it! I worked at Ben Jerry's when the Russian Joint Venture (JV) started, and I remember the author, Dave Morse, to be a really witty and adventurous guy. I found this to be a wonderfully funny and honest first-hand account of what it was like to set up an American-Russian partnership to make great ice cream in a place where capitalism was an unattainable idea. What could go wrong? If you're a fan of BJ's or curious about day-to-day life in Russia during perestroika, you'll want to give this a read.

A Ripping Good Tale of Ben Jerry's Russian Joint Venture, is a first person narrative, two part volume relating the cultural comedy of a friendly business collaboration between two groups of American and Russian oddballs. Part I begins with the grassroots citizen diplomacy movement of the 1980s and follows Ben Jerry's involvement with that movement, culminating with the 1992 opening in Russia of a joint ventured ice cream factory and two scoop shops. Part II follows hard won successes as the business grew steadily over the next several years until 1996, when a rather large criminal enterprise began attempting to take over this small example of socially responsible business and Russian-American cooperation. The joint venture, also called Iceverk, successfully resisted relentless attempts to take over the business for nearly a year and a half, until in early 1997 Ben Jerry's made the difficult decision abandon this noble effort at "Ice Cream Diplomacy". The story is one of overall optimism and joy, even in the face of situations seemingly full of difficulty and foreboding.

About the Author Dave Morse worked as Ben Jerry's Russian Operations Manager, from late 1989 through mid 1995.