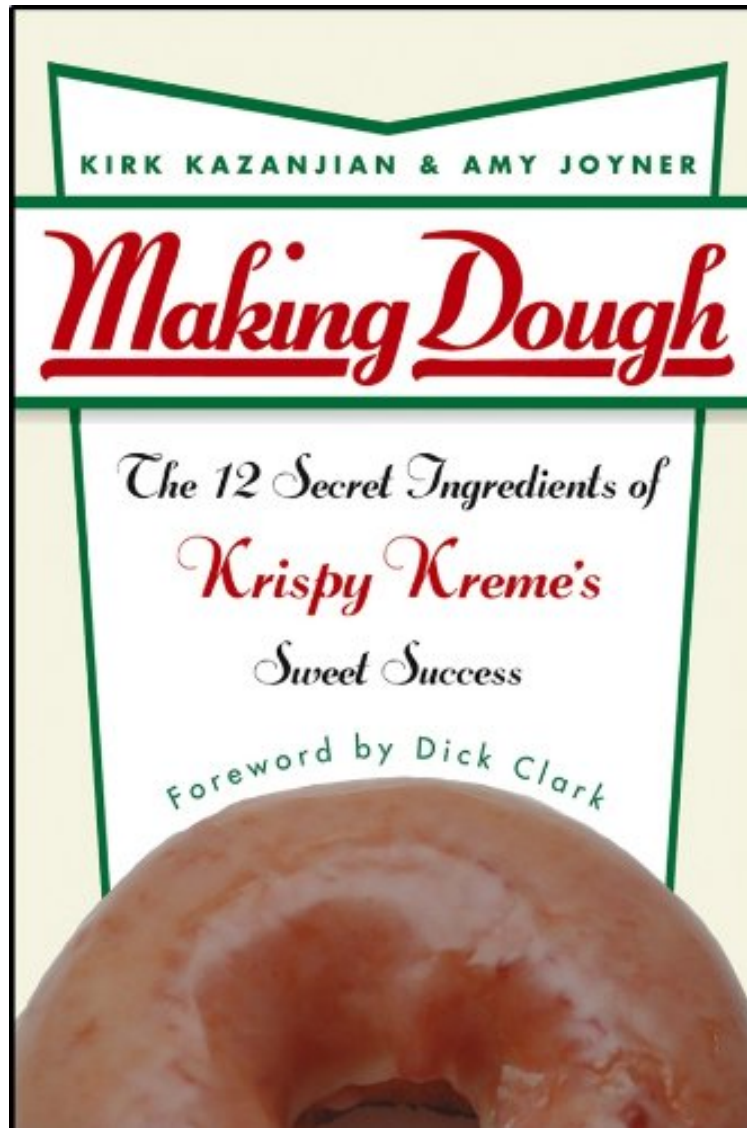


Making Dough: The 12 Secret Ingredients of Krispy Kreme's Sweet Success

Kirk Kazanjian, Amy Joyner
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Kirk Kazanjian, Amy Joyner : Making Dough: The 12 Secret Ingredients of Krispy Kreme's Sweet Success
before purchasing it in order to gage whether or not it would be worth my time, and all praised Making Dough: The 12 Secret Ingredients of Krispy Kreme's Sweet Success:

0 of 0 people found the following review helpful. A great motivator book to get you going in the right direction..no, secret recipe shared, but very inspirational!By AlwaysUseWisdomHey, where's the SECRET doughnut recipe? LOLseriously, this is a really good book to read when you feel like you want to throw in the towel, pack up your

baking supplies and run for the hills! Inspirational, indeed!!! :-D*P.S. Those 12 Secret ingredients of KK's sweet success is pretty much what MOST successful companies-great small follow! Apply this wisdom sage advice to your "start-up" company...and pretty soon you will be MAKING THE DOUGH, as well. :-D 0 of 0 people found the following review helpful. Average business book but interesting aspects of the Krispy Kreme Culture By Lehigh History Student Making Dough is a "popular" business analysis of the Krispy Kreme company and looks at why it is successful. While the book is not bad it is lacking in details or hard business analysis that seems to be an overall trend in newer business books. This will not get into profit and loss ratios, in-depth marketing's schemes, or financial details that make business books worth reading to learn about a business. Nor it is a history of the company giving you insight into why it developed the way that it did. The reader gets a little taste of the history, a little taste of the franchise model, and 12 "key" aspects to business that could be gleaned from any intro to business class in college. If you are looking more into why Krispy Kreme has become a part of Americana culture this book may serve you better as they are some great sociological insights which bring this book up from two stars to three. Overall just kind of average. 1 of 1 people found the following review helpful. 12 secrets ingredients of krisp kreem do nuts.. By David Perkins This is not a book that give you any instructions about donuts just how a company scored big in the market..and it was written before the company went to one of the lowest on the stock market..

Praise for Making Dough "I was enchanted, intrigued, and fascinated by every page of this book. Kirk Kazanjian, Amy Joyner, and Dick Clark (yes, that Dick Clark) have done a masterful job of storytelling in Making Dough. The book is inspirational, enlightening, and just plain great reading. In fact, it's great reading with sprinkles on it. What a yummy book!" -Jay Conrad Levinson Bestselling Author, Guerrilla Marketing series of books "Krispy Kreme's success goes well beyond being a retail phenomenon. This book will show you what went on behind the scenes to build the company. Along the way, it will teach you how you can take a product that is seemingly counter-culture and turn it into an addictive brand." -Phil Lempert Author, Being the Shopper and Today show food trends editor "Words can't do justice to Krispy Kreme doughnuts-just eat one! But as a fan of the product, it's interesting to read this business success story." -Vince Gill Singer/Songwriter "You know what? You have absolutely no chance of starting the next Krispy Kreme! But, the lessons they learned and the insight they used to build their once-in-a-lifetime success are useful, practical, and powerful tactics that any business can benefit from." -Seth Godin Author, Purple Cow "Take heart. You don't need a massive organization and a massive advertising budget to build a powerful brand. This interesting book by Kirk Kazanjian and Amy Joyner tells how Krispy Kreme did it on a shoestring." -Al Ries Coauthor, The Fall of Advertising and the Rise of PR "I think it's safe to say that just about every company would love to know the secret ingredients of Krispy Kreme's sweet success. After all, it doesn't advertise, it is a revered member of the community, and it keeps growing like crazy. What an extraordinary business! Without doubt, you should pay attention to what Krispy Kreme is doing, especially if you want to prosper in today's competitive world." -From the Foreword by Dick Clark Producer, Entertainer, and Krispy Kreme Franchisee

From Publishers Weekly Although it began humbly in 1937, Krispy Kreme and its 300 retail outlets in America sell more than two billion doughnuts a year. Seeking the secrets of Krispy Kreme's enormous success, Kazanjian and Joyner, both business writers, offer a tantalizing taste of the corporate strategies that have established the company's reputation. Drawing on interviews with company employees, business professors and customers, the authors discover that the recipe for Krispy Kreme's sweet success contains 12 major ingredients, such as "mix good taste with show business," "maintain high standards," "expand and protect your brand" and "give back to the community." As the authors point out, the company has very shrewdly customized its stores down to the windows that provide an opportunity to watch the process of doughnut making. Such tactics draw customers into the baking experience itself and make them feel like part of the larger Krispy Kreme "family." The authors also point out that Krispy Kreme has depended primarily on word of mouth, good community relations and repeat business to promote their products. In order to ensure quality, Krispy Kreme puts applicants for franchises through an elaborate screening process, often refusing even seasoned fast food franchisees because they do not fit the company's image. While the authors repeat many of the same stories far too often and sometimes sugar over the company's faults, they have written an enjoyable profile of one of America's most loved companies. Copyright 2003 Reed Business Information, Inc. From Booklist Kazanjian and Joyner, both business journalists, join forces to tell the story of Krispy Kreme, considered the world's premier doughnut company. Founded in 1937, the company today produces approximately 2 billion doughnuts annually through its 300 doughnut shops in the U.S and Canada and has plans for more international expansion. Interviewing executives, franchise owners, employees, and customers, the authors describe the culture of this remarkable company, which combines customer loyalty, valuing their employees, and commitment to their communities with quality product standards and technological innovation. Key initiatives that have led to the company's success include mixing good taste with show business, thinking big but growing carefully, and being guerrilla marketers with a soft touch. The management is determined to be very selective in choosing partners and has only 30 franchisees. The company's founder, Vernon Rudolph, now deceased, preached to his employees about

meeting change with change and told them, "We expect to remain on top." And so the company has. Mary Whaley Copyright copy; American Library Association. All rights reserved Although it began humbly in 1937, Krispy Kreme and its 300 retail outlets in America sell more than two billion doughnuts a year. Seeking the secrets of Krispy Kreme's enormous success, Kazanjian and Joyner, both business writers, offer a tantalizing taste of the corporate strategies that have established the company's reputation. Drawing on interviews with company employees, business professors and customers, the authors discover that the recipe for Krispy Kreme's sweet success contains 12 major ingredients, such as "mix good taste with show business," "maintain high standards," "expand and protect your brand" and "give back to the community." As the authors point out, the company has very shrewdly customize its stores down to the windows that provide an opportunity to watch the process of doughnut making. Such tactics draw customers into the baking experience itself and make them feel like part of the larger Krispy Kreme "family." The authors also point out that Krispy Kreme has depended primarily on word of mouth, good community relations and repeat business to promote their products. In order to ensure quality, Krispy Kreme puts applicants for franchises through an elaborate screening process, often refusing even seasoned fast food franchisees because they do not fit the company's image. While the authors repeat many of the same stories far too often and sometimes sugar over the company's faults, they have written an enjoyable profile of one of America's most loved companies. (Oct.) (Publishers Weekly, August 18, 2003) Customer loyalty plays a big role in the success of any company, and given that Krispy Kreme's fans are legion, it makes sense that Kazanjian (Value Investing with the Masters) and Joyner (News Record magazine) relate stories of the die-hard donut lovers in this comprehensive history. The authors go back to the company's founding in 1937, purchase by Beatrice Foods in 1976, subsequent purchase in 1982 by franchise owners, and IPO in 2000, covering topics such as growth, marketing, employee turnover, and philanthropic efforts. Since going public. Krispy Kreme has embarked on a more aggressive expansion campaign, and the authors outline the rigorous screening that potential franchise developers must go through. Along the way, Krispy Kreme has diversified by acquiring a coffee-roasting company and a line of bakeries. The last part of the book includes a company time line as well as notes. Recommended for all libraries, especially those in North Carolina, where the company has its headquarters. (Index not seen.) mdash;Stacey Marien. American Univ. Lib. Washington, DC (Library Journal, September 1, 2003)