

# A Simple Man Living in a Complex World

## Life & Business: Campfire Stories from the Asylum

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Glen J. Carrio, CEO and founder of Colorado-based Carrio Cabling Corporation, son of a breeder of fine horses, go-kart racing champion, almost teen movie idol, pseudo-intellectual, one-time and future auto-racing magnate, alleged molded cable mogul, and all-around good guy, attempts to write his first book. This collection of true campfire stories about life and business can be used to frighten small children or motivate American business owners.

What is this book about?

- Why it takes so darn long to get your “customized, just-the-way-you-want-it” sub at your local sandwich shop
- What Willy Wonka missed
- How what seems like a crummy teenage job can change your life
- How businesses and consumers are mesmerized by mass production
- What’s wrong with mass production
- Why cellular manufacturing works
- The upside-down world of price in the business world
- The quest for the holy grail of near-zero pricing
- The simple principles for running your business and your life so they are a success
- How *Star Trek*, Willy Wonka, and Wally Jones made me who I am today
- Stories about how a wacky childhood and teenage years were the fuel for later success, despite dyslexia, a crazy dad, a 99% failure rate with teachers, failing third grade, and an apparent inability to function in the elementary, middle school, and high school academic world

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Carrio Cabling Corporation ([www.carriocabling.com](http://www.carriocabling.com)), based in Colorado Springs, Colorado, celebrated its 20th anniversary in 2007. The company manufactures custom-molded cable assemblies, coil cords, and electronic connectors for medical, industrial, communication, and military applications. The company was “lean,” “world class,” “just in time,” “TQM,” “Statistical Process Control (SPC),” and “Six Sigma” before these were buzzwords, even when it was just Glen and a couple of machines in a 1,000-square-foot space in Signal Hill, California. Carrio Cabling’s philosophy is simple: If You Touch it, Finish It.™

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Wild Dog Publishing  
\$16.99 in the USA

