

FOR IMMEDIATE RELEASE

Leading Specialty Fitness Retailer CEO Helps Brick & Mortars Survive Disruption

Greenleaf Book Group Distributes New Business Book

AUSTIN, TX [SEPT. 16, 2025] — Amid ongoing store closures, economic shocks, and workplace shifts still rippling from the global pandemic, Big Peach Productions is proud to announce the release of [*It's Not the Bricks, It's the Mortar: Optimize Your Retail Business for Lasting Success*](#) (Charlie Creek Farm, LLC, Sept. 16, 2025, \$24.99). Retail entrepreneur Mike Cosentino has lived through both the turbulence and the triumphs of the retail industry.

He knows the temptation leaders feel to tighten their grip when uncertainty strikes—but his book challenges them to do the opposite. This approach has the attention of some of the most notable leaders in the Sporting Goods industry, from where Cosentino originates. Stefano Caroti, President & CEO of Deckers Brands has stated, *"Cosentino knows retail and the many influences that can impinge on its long-term success. Rather than a 'roll with the punches' approach, **It's Not the Bricks, It's the Mortar** coaches leaders to strategically share authority, and strengthen their organization. Retail is a people's business and Cosentino puts humanity at the center of his model."*

In this candid and practical guide, Cosentino blends personal stories with actionable frameworks to help leaders reimagine their role. *"In **It's Not the Bricks, It's the Mortar**, Mike establishes the importance of 'filling and sealing gaps' to achieve Uninvolved Optimization. Learn that term and master it to withstand the inevitable,"* says Dan Sheridan, CEO, Brooks Running.

The protocols introduced for leaders and managers actually serve beyond the retail industry; they extend to any business in the hospitality or service industry. Readers will learn:

- How to apply Uninvolved Optimization and Involved Maximization—two frameworks that redefine leadership's impact.
- How to harness practical tools like Experience by Committee, The Service Quotient, and The Immutable Laws of Resource Acquisition.

It's Not the Bricks, It's the Mortar is more than a leadership book—it's a field guide for modern retail and hospitality leaders who want to create sustainable systems, unlock their team's full potential, and drive growth even in uncertain times.

The book is available for preorder now on Amazon. Readers can also subscribe to Cosentino's blog, *The Monthly Mortar*, at www.itsthemortar.com.

About Mike Cosentino

Mike Cosentino is an award-winning retailer and entrepreneur. He has founded multiple businesses, including Big Peach Running Co. and Big Peach Ride + Run, which are among the largest Specialty Sporting Goods operators in North America. His keynotes and consulting have assisted retail operations of every size and theme, as he himself continues to lead and learn in his own retail enterprises.

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