



Marketing Contact for Scheduling:
Ranee Alison
949-468-6218 (PST)
admin@itsthemortar.com

It's Not the BRICKS, It's the MORTAR

Author Mike Cosentino

Why This Book Matters

It's Not the Bricks, It's the Mortar offers a battle-tested framework for service-driven retail organizations... from a current operator. No formalities. No fluff. This is not content from an academic researcher, industry consultant or ghostwriter. This is entrepreneur Mike Cosentino sharing powerful lessons from decades of experience, while still leading his own retail enterprises.

Whether accelerating growth or withstanding the unexpected, his systems favor the confident empowerment of others – while disfavoring the constant oversight often required by most leaders. The book includes two life-altering personal events that every reader will relate to, reminding us that success in this industry can't be achieved on hustle alone.

You'll learn how to:

Share authority strategically and sustainably

Create systems that don't rely on any one individual

Optimize your team for service consistency, task transition and long-term success

Through a blend of personal stories, practical tools, and hard-won insights, this book helps leaders shift from being indispensable to being intentional.

Who Should Buy this Book:

Retail owners and operators, store managers, aspiring leaders, vendors, consultants, service partners, students of business & entrepreneurship and anyone who wants to lead with purpose, not just hustle.

ItsTheMortar.com