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

Author: Mike Cosentino

"The #1 Read of 2025 for Retail & Hospitality Leaders

"In a world where retail is undergoing a seismic shift, what sets the winners apart from the losers? Is it the flashy storefronts, the best products, or the sleek online platforms? The answer, says Cosentino, is none of the above. It's the mortar that holds it all together - the often-overlooked yet crucial ingredients of values, leadership, and humanity.

Through a series of case studies, personal experiences, and behind-the-scenes stories, Cosentino reveals the hidden secrets behind one of America's most successful specialty retail businesses. From the importance of creating a compelling customer experience to the critical role of data-driven decision making, *It's Not the Bricks, It's the Mortar* offers a fresh perspective on the soft and hard skills required to thrive in the rapidly changing retail landscape.

Whether you're a seasoned retail executive, an entrepreneur looking to disrupt the industry, or simply a curious observer, this book will challenge your assumptions and inspire you to rethink the fundamentals of retail success."

- Stefano Caroti, President & CEO, Deckers Brands

"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. Mike's experience, leadership and deep knowledge of retail makes this a must-read for retail leadership."

— Dan Sheridan, CEO, Brooks Running

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