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The Cilantro Diaries : Business Lessons from the Most ...

The Cilantro Diaries is a delightful book about how Lorenzo Gomez III made his way first through H-E-B Grocery Store No. 5 in San Antonio and then on to Rackspace and Geekdom... It's a fun read and packed with good advice, particularly for people just starting out in their careers. Gomez, the author of the Cilantro Diaries, business lessons from the most unlikely places, grew up on San ...

Lorenzo Gomez, Author of the Cilantro Diaries, Talks About

Author of The Cilantro Diaries: Business Lessons From the Most Unlikely Places. Available from Amazon here. See our review here. The more you advance in your career, the more complicated negotiating becomes. Just like sales, negotiating has been misbranded.

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You don't have to have an MBA to get ahead in business. You don't even need a college degree. All you need is intelligence, drive, creativity, courage, and The Cilantro Diaries. Lorenzo Gomez went from the stockroom of a grocery store to the boardrooms of two private companies without a formal higher education. In his inspiring and humorous true story of hope and accomplishment, he shares the steps he took up the ladder and the guiding principles that got him to the top. The direction and motivation he provides in The Cilantro Diaries will help you find a mentor, build a network, establish a reputation, rise above the competition, and move far beyond entry-level jobs into a profitable and satisfying professional career. Even if you don't have the interest or the means for pursuing a university education, you can be a success. Lorenzo Gomez did it. Now you can do it, too.

The great lie of our society is that mental health and mental illness are the same. Lorenzo Gomez wants to dispel that notion for good. In his new book, Tafolla Toro, he reaches back in time to share stories of his turbulent, traumatic, and often violent middle school years in one of San Antonio's most crime-riddled neighborhoods. He opens up to reveal the fear, anxiety, and hopelessness he felt as a teenager and how those forces shaped his life until he began taking steps as an adult to improve his mental health. Alternating between

shocking stories from his youth and letters written to his 12-year-old self, Lorenzo shows young people how to retake the battle of their mind by dealing with what is true and dismantling the lies that lead to self-deception. In Lorenzo's journey, readers will see someone who understands what they feel, knows what they're going through, and is standing up to tell them: Decide today that you are worthy.

In 1998, the thought of launching a startup in San Antonio was ludicrous-but that didn't stop Rackspace's founders from planting their flag in the heart of Texas. Just over two decades later, the scrappy little underdog that no one believed in is a billion-dollar business with more than 6,000 employees worldwide. One of the first ten account managers hired at Rackspace was Lorenzo Gomez. He was there when the company became the host for YouTube and saw the decade-long stretch where each month brought one-hundred new hires.

The rocket ship growth was exhilarating but exposed Rackspace's early flaws, including avoiding customers at all costs. When the mission shifted to becoming one of the world's greatest service companies, everything changed. Suddenly, Rackspace had a rallying cry-"fanatical support"-and a culture that few companies could match. [] The Rack We Built is Lorenzo's recollections from those days, told only as he can tell it: through stories packed with style, heart, and humor. With the principles in the book, you can create the type of culture that makes people want to volunteer their best.

The straight-talking, New York Times bestselling author and Pitbull of Personal Development® is back with a pithy and prescriptive guide to success. A five-time bestselling author and one of the country's leading business speakers, Larry has made a reputation for being the first to challenge the positive-attraction gurus and the law-of-attraction bozos with his commonsense approach to success. Larry doesn't sugar-coat, and he isn't afraid to make people uncomfortable, because he wants us to stop making excuses, and start getting results. In the New York Times and Wall Street Journal bestseller Grow a Pair, Larry takes on entitlement culture, the self-help movement, political correctness, and more. We've all heard the phrase "grow a pair," but Larry's advice isn't about anatomy—it's about attitude. To get the success we want, we need to reject victimhood in favor of being assertive and finally taking some responsibility. With prescriptive advice on goal achieving, career, personal finance, and more, Grow a Pair will give the readers the kick in the pants they need.

Businesses these days talk a lot about figuring out what the customer wants. Well, here's your first lesson: the customer doesn't know what he wants. This book is going to show you how to convince him he wants the thing you're selling. Les Gold has been in business since age twelve, when he started selling used golf clubs from his dad's basement. Now he owns Detroit's biggest pawnshop, American Jewelry and Loan, and is the star of the hit reality TV show Hardcore Pawn. As a third-generation pawnbroker, Gold grew up in the business, dealing with customers who could be unruly and violent as often as they were friendly. He became good at selling just about anything and at buying items for what they were worth. Although he started at his family's small pawnshop, he has now expanded into a fifty-thousand-square-foot former bowling alley, making a thousand deals a day. On any given day, he could be taking a vintage car in to pawn or chasing down a thief who's just stolen a gold chain from the store. No business school in the world can teach you as much about buying, selling, negotiating, managing employees, dealing with customers, advertising, tracking trends, and predicting the economy's ups and downs. In this entertaining, honest book, Gold takes you inside some of his weirdest, wackiest deals and steals. From the monkey his dad once took in to pawn to the deal Gold made for a stripper pole, he has no boundaries for what he considers to be part of his business—and neither should you. You will learn: How to tell an emotional story when you're selling—and take emotion out of the transaction when you're buying Why judging your customers before you know them can kill a potential deal How to deal with risk, both mental and physical How to communicate with employees (even if they're your own kids) Why investing in relationships with your community is time well spent Why your business should never be limited by what others tell you it should be No place in the world prepares you better for the working world than a pawnshop, and Les Gold takes you inside his shop to share what he's learned from fifty-five years in the most interesting job in the world.

Without a guide or the knowledge of how to encourage talent, aspiring leaders and seasoned executives alike can flounder. In The Leadership Manifesto, Hicks consolidates the priceless lessons he has learned into eight essential disciplines that define a great leader. This book has the indispensable tools you need to rocket young talent to the top.

Online communities offer a wide range of opportunities today, whether you're supporting a cause, marketing a product or service, or developing open source software. The Art of Community will help you develop the broad range of talents you need to recruit members to your community, motivate and manage them, and help them become active participants. Author Jono Bacon offers a collection of experiences and observations from his decade-long involvement in building and managing communities, including his current position as manager for Ubuntu, arguably the largest community in open source software. You'll discover how a vibrant community can provide you with a reliable support network, a valuable source of new ideas, and a powerful marketing force. The Art of Community will help you: Develop a strategy, with specific objectives and goals, for building your community Build simple, non-bureaucratic processes to help your community perform tasks, work together, and share successes Provide tools and infrastructure that let contributors work quickly Create buzz around your community to get more people involved Track the community's work so it can be optimized and simplified Explore a capable, representative governance strategy for your community Identify and manage conflict, including dealing with divisive personalities

Linda Kaplan Thaler and Robin Koval have moved to the top of the advertising industry by following a simple but powerful philosophy: it pays to be nice. Where so many companies encourage a dog eat dog mentality, the Kaplan Thaler Group has succeeded through chocolate and flowers. In THE POWER OF NICE, through their own experiences and the stories of other people and businesses, they demonstrate why, contrary to conventional wisdom, nice people finish first. Turning the well-known adage of "Nice Guys Finish Last" on its ear, THE POWER OF NICE shows that "nice" companies have lower employee turnover, lower recruitment costs, and higher productivity. Nice people live longer, are healthier, and make more money. In today's interconnected world, companies and people with a reputation for cooperation and fair play forge the kind of relationships that lead to bigger and better opportunities, both in business and in life. But being nice doesn't mean acting wimpy. In fact, nice may be the toughest four-letter word you'll ever encounter. Kaplan Thaler and Koval illustrate the surprising power of nice with an array of real-life examples from the business arena as well as from their personal lives. Most important, they present a plan of action covering everything from creating a positive impression to sweetening the pot to turning enemies into allies. Filled with inspiration and suggestions on how to supercharge your career and expand your reach in the workplace, THE POWER OF NICE will transform how you live and work.

An entertaining and inspiring account of conquering the fear of rejection, offering a completely new perspective on how to turn a no into a yes. Jia Jiang came to the United States with the dream of being the next Bill Gates. But despite early success in the corporate world, his first attempt to pursue his entrepreneurial dream ended in rejection. Jia was crushed, and spiraled into a period of deep self doubt. But he realized that his fear of rejection was a bigger obstacle than any single rejection would ever be, and he needed to find a way to cope with being told no without letting it destroy him. Thus was born his "100 days of rejection" experiment, during which he willfully sought rejection on a daily basis—from requesting a lesson in sales from a car salesman (no) to asking a flight attendant if he could make an announcement on the loud speaker (yes) to his famous request to get Krispy Kreme doughnuts in the shape of Olympic rings (yes, with a viral video to prove it). Jia learned that even the most preposterous wish may be granted if you ask in the right way, and shares the secret of successful asking, how to pick targets, and how to tell when an initial no can be converted into something positive. But more important, he learned techniques for steeling himself against rejection and ways to develop his own confidence—a plan that can't be derailed by a single setback. Filled with great stories and valuable insight, Rejection Proof is a fun and thoughtful examination of how to overcome fear and dare to live more boldly.

"Gently humorous black-and-white illustrations pair nicely with the text. With all the foodies out there, this delightful series deserves a long shelf life...and many more courses."—Kirkus Reviews "Fans of Junie B. Jones and Judy Moody...will enjoy this."—School Library Journal "Age-appropriate humor via an outspoken, lovable, take-charge narrator. Dreidemy's wiggly spot illustrations, meanwhile, supply plenty of nervous energy."—Booklist mal Phoebe loves her pet fish, Betty #2 (named after Betty #1, may she rest in peace), making lists, and her best friend Sage. But when Camille, a tall French girl, arrives at school with unusual lunches, Phoebe's friendship with Sage doesn't seem so important anymore. Thanks to Camille, Phoebe discovers goat cheese, butter lettuce, and cilantro (although she's convinced that's not a real word). She's determined to get invited to her new friend's house for dinner to see what other mysterious food Camille eats. But what about Sage? Can Phoebe make a new friend and keep an old one?

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