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*The Cilantro Diaries: Business Lessons From the Most ...*

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The Cilantro Diaries is your template for putting yourself on the path to achieving what you're truly capable of. As Lorenzo honestly shares his life's failures and triumphs, you'll discover that your current education and economic opportunity don't determine the outcome of your life.

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*The Cilantro Diaries Business Lessons From The Most ...*

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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.

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.

"Please teach me Indian cooking! I will bring ingredients and pay you for your trouble. I would like to know about your culture as well." And with this posting on Craigslist, so begins Nani Power's journey to learn traditional Indian cooking in the most ancient of ways — woman to woman. Welcomed warmly into the homes of strangers, Power meets women of all ages and backgrounds, and from them learns the skills that were passed on to them from their own mothers. Power takes the reader into a culture, a cuisine, and the female psyche, with recipes and stories from each chapter revealing the struggle of modern women, both American and of Indian descent, searching for identity and a definition of what it means to be a woman today. The recipes shared in this collection are far from ordinary; they are treasured family recipes from vegetarian homes in India — from homemade cheese cubes in a rich cilantro and almond curry to coconut-stuffed okra and luscious potato-curry dumplings. Power's recipes and stories pave the road to understanding a culture that is at the same time ancient and so very much part of our modern world.

Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.

A 2018 Pura Belpré Author Honor Book The First Rule of Punk is a wry and heartfelt exploration of friendship, finding your place, and learning to rock out like no one's watching. There are no shortcuts to surviving your first day at a new school—you can't fix it with duct tape like you would your Chuck Taylors. On Day One, twelve-year-old Malú (María Luisa, if you want to annoy her) inadvertently upsets Posada Middle School's queen bee, violates the school's dress code with her punk rock look, and disappoints her college-professor mom in the process. Her dad, who now lives a thousand miles away, says things will get better as long as she remembers the first rule of punk: be yourself. The real Malú loves rock music, skateboarding, zines, and Soyrizo (hold the cilantro, please). And when she assembles a group of like-minded misfits at school and starts a band, Malú finally begins to feel at home. She'll do anything to preserve this, which includes standing up to an anti-punk school administration to fight for her right to express herself! Black and white illustrations and collage art throughout make The First Rule of Punk a perfect pick for fans of books like Roller Girl and online magazines like Rookie.

A New York Times Bestseller Winner of the James Beard Award for General Cooking and the IACP Cookbook of the Year Award "The one book you must have, no matter what you're planning to cook or where your skill level falls."—New York Times Book Review Ever wondered how to pan-fry a steak with a charred crust and an interior that's perfectly medium-rare from edge to edge when you cut into it? How to make homemade mac 'n' cheese that is as satisfyingly gooey and velvety-smooth as the blue box stuff, but far tastier? How to roast a succulent, moist turkey (forget about brining!)—and use a foolproof method that works every time? As Serious Eats's culinary nerd-in-residence, J. Kenji López-Alt has pondered all these questions and more. In The Food Lab, Kenji focuses on the science behind beloved American dishes, delving into the interactions between heat, energy, and molecules that create great food. Kenji shows that often, conventional methods don't work that well, and home cooks can achieve far better results using new—but simple—techniques. In hundreds of easy-to-make recipes with over 1,000 full-color images, you will find out how to make foolproof Hollandaise sauce in just two minutes, how to transform one simple tomato sauce into a half dozen dishes, how to make the crispiest, creamiest potato casserole ever conceived, and much more.

*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.*

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