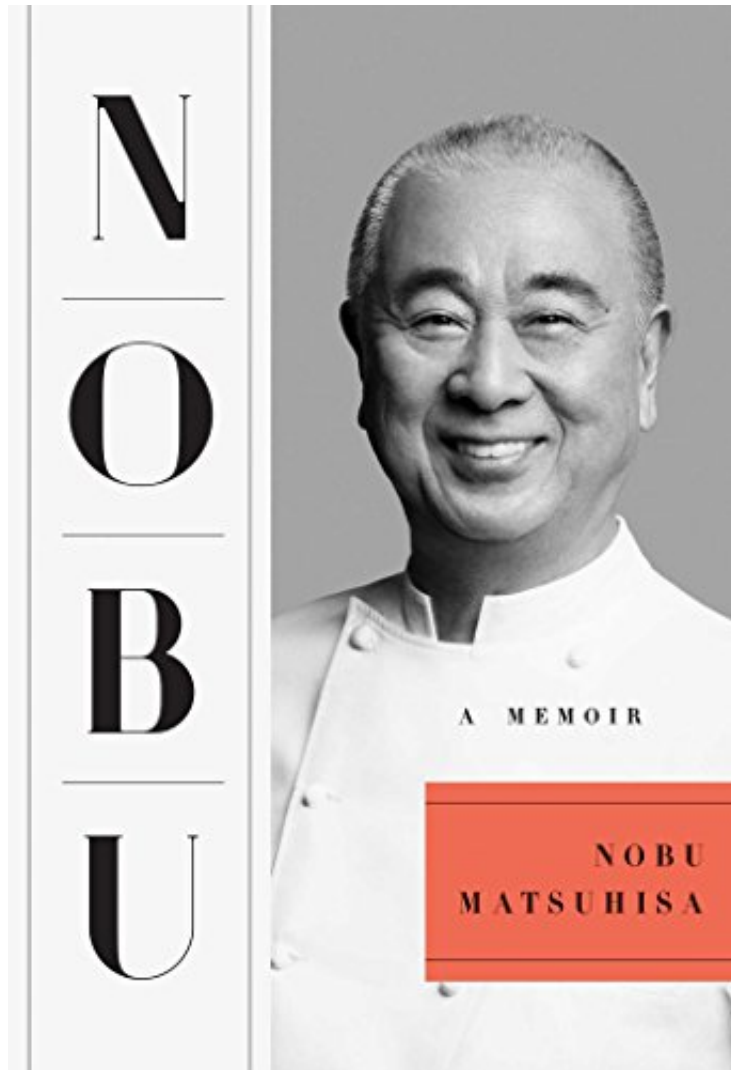


# Nobu: A Memoir

*by*

**Nobu Matsuhisa**



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## Synopsis

“In this outstanding memoir, chef and restaurateur Matsuhisa...shares lessons in humility, gratitude, and empathy that will stick with readers long after they’ve finished the final chapter.” — Publishers Weekly (starred review)

A fascinating and unique memoir by the acclaimed celebrity chef and international restaurateur, Nobu, as he divulges both his dramatic life story and reflects on the philosophy and passion that has made him one of the world’s most widely respected Japanese fusion culinary artists. Nobu needs no introduction. One of the world’s most widely acclaimed restaurateurs, his influence on food and hospitality can be found at the highest levels of haute-cuisine to the food trucks you frequent during the work week—this is the Nobu that the public knows. But now, we are finally introduced to the private Nobu: the man who failed three times before starting the restaurant that would grow into an empire; the man who credits the love and support of his wife and children as the only thing keeping him from committing suicide when his first restaurant burned down; and the man who values the busboy who makes sure each glass is crystal clear as highly as the chef who slices the fish for Omakase perfectly. What makes Nobu special, and what made him famous, is the spirit of what exists on these pages. He has the traditional Japanese perspective that there is great pride to be found in every element of doing a job well—no matter how humble that job is. Furthermore, he shows us repeatedly that success is as much about perseverance in the face of adversity as it is about innate talent. Not just for serious foodies, this inspiring memoir is perfect for fans of Marie Kondo’s *The Life-Changing Magic of Tidying Up* and Danny Meyer’s *Setting the Table*. Nobu’s writing does what he does best—it marries the philosophies of East and West to create something entirely new and remarkable.



## What people say about this book

Me, "A must read!! I haven't even finished this book yet but when I had time to read over the past two days I was glued to it! I'm over halfway done and hate having to put it down for anything. It's such a good book and Nobu seems like a very genuine person."

Isabel Rebelo, "A great story. A great story, a great approach to life. The book is somehow repetitive towards the end. But the final thoughts of Mr. Nobu are worth the book!"

Gravel Man, "Five Stars. great book his experiences and insight to his processes."

PALY, "Interesting book!. Very interesting book!"

taimoo sun, "Five Stars. Very cool"

TravellingCari, "I'm not sure which is more fun, eating sushi or reading about it. I'm not sure which is more fun, eating sushi or reading about it. I've eaten at Kappo Masa on the East Side, but never at Nobu or Matsuhisas - still Nobu-san's story interested me. I loved how the book covered not only the successes of Matsuhisa, Nobu New York and the restaurants worldwide, but also his earlier successes and failures in Peru, Argentina, Japan and Alaska. His stories are fascinating, as are his leadership lessons. I love how he made De Niro wait four years-and De Niro responded by getting Nobu his own trailer on the set of Casino. My only complaint: this book is an English translation that reads like an English translation of super formal Japanese. Grammatically correct, but in a way no one speaks-especially the dialog. I think it would have been better translated in the narrative. storytelling fashion that I imagine comes through in the original Japanese."

Daniel Nish, "Honesty, Humility, Beautifully written. Such an amazingly inspiring memoir. I loved the honest descriptions of both the highs and lows of his career and his dedication to lead with kindness"

CathyC, "Excellent. Cadeau qui a été très apprécié"

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