
The Best Bookstore's Best Book Community

Paul Bradley Carr • 05.26.2026

An aerial photograph of London, United Kingdom, showing the Houses of Parliament and the River Thames. The sky is blue with scattered white clouds. A white rectangular box is overlaid on the image, containing the text 'Nomad by birth' in orange.

Nomad by birth

I grew up in hotels.

Became a journalist, covering high growth entrepreneurship.

Always fascinated by the relationship between location and opportunity.



San Francisco

TC Sarah Lacy and Paul Carr
TechCrunch

Moved to Silicon Valley

- Magic of the moment
 - Building TechCrunch and Pando
 - Opportunity x Ecosystem x Execution
-

Las Vegas



- My first time being part of a desert community. . .
- Zappos vs Downtown Project
- Which brings me to...



Palm Springs

Coachella Valley!

- Huge opportunity
- Community demand
- City support
- Execution (the hard part!)

Best Bookstore in Palm Springs Battles Summer Heat as AC Dispute Boils Over



BUSINESS

Best Bookstore in Palm Springs will move after dispute over AC with landlord

Bookstore owners have solution for ongoing air conditioning issue: They're moving the business

The Best Bookstore in Palm Springs will relocate nearby after their landlord declined to cover an air conditioning repair bill, leaving the store cooling since July 4.

BY MARK TALKINGTON • BUSINESS • JULY 15, 2025





What We've Learned

Opened second store in SF

Used Palm Springs as benchmark

(Our model can't work everywhere,
just as not every business belongs
here.)

www.bestbookstore.com
