

Some time ago, three authorities on peak performance and the development of human potential set out to write the definitive motivational book. It was to be the "vade mecum," a guidebook for constant reference relied upon by business leaders, entrepreneurs, salespersons and opportunity seekers alike. From this vision, *The Baron Son* was created as an inspirational tale designed to accelerate one's path to success by developing self-mastery and an understanding of the psychology of influence. For the committed, this book is the tool to create positive and lasting change.

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