

THE
BARON
SON
VADE MECUM 7

Vicky Therese Davis · William R. Patterson · D. Marques Patton

Author Trio Offers Ethical Compass to Assist Leaders in Avoiding Corporate Improprieties

In an era of greed, political and corporate scandal, *The Baron Son*[®] offers decision makers a guidebook for responsibly wielding power and influence. William Patterson, Vicky Therese Davis, and D. Marques Patton (PDP) call for change in the integrity of the American workplace, and they are doing it from the top down. They use language like “principle,” “value,” and “accountability,” introducing a fresh perspective to the spirit of these ideals. The demise of such characteristics is evident in popular culture today, and the three have come forth to bring renewed trust back to the marketplace. With a campaign aimed at Fortune 500 CEOs and their board members, PDP hopes to align themselves with those open to embrace just forms of leadership for their organization. It is PDP’s position that stressing employee development versus executive perks and golden parachutes will lead to higher profits. Their grassroots, at many times cold-calling efforts, has yielded much fruit, winning themselves endorsements from business executives, politicians, and professional athletes.

Citing an SBA report, there are 25 million small businesses, with over 10.5 million people who are self-employed. PDP offers those individuals and the increasing number of displaced workers who are going into business for themselves, the expert tools necessary for achievement and economic growth.

Their latest work, *The Baron Son*, is a revealing allegorical tale designed as a roadmap to wealth, power, and success. It is referred to by influential decision makers as the *Vade Mecum*[™], something useful that one constantly carries about; a book, such as a guidebook, for ready reference. Literally translated from Latin, it means, “go with me.”

A legend from centuries past, *The Baron Son* is the tale of a young boy who loses everything, and through struggle, finds the secret to become the richest, most powerful man the world has ever known. The reader learns alongside three scholars as the Baron recounts his story of detriment and triumph while conveying supreme principles that will guide one and all in their journey to success. Each chapter of the book details how the most prominent individuals establish and maintain their positions. The characters are easy to identify with; the conversations are witty, enlightening, and simple to follow. Timeless wisdom and the power of storytelling make *The Baron Son* a classic for all intrigued by the world of business. It will inspire and equip readers to effect positive change in their lives.

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