

FOR IMMEDIATE RELEASE

Billionaire Backed Author Trio Challenges Leaders to Enact Positive Change in the American Workplace

Las Vegas, Nevada, April 18, 2005 – In the midst of greed, and political and corporate scandal, one is compelled to ask leaders, “Where are your ethics?” Responsibly wielding power and influence is not a choice, but a duty. The people in positions of authority have credentials from the best institutions, and certainly Business Ethics was a required course of study. Money laundering, embezzlement, and insider trading were not on the syllabus. The list of improprieties from individuals in positions of power is staggering.

So what do we do when public officials, CEOs, and moral authorities betray our trust? Vicky Therese Davis, William R. Patterson, and D. Marques Patton, co-authors of the new business motivation book, *The Baron Son: Vade Mecum 7*, suggest we become self-sufficient and financially independent. Through their primer on ethical leadership, they call for change in the integrity of the American workplace, from the top down.

Endorsed by notable figures such as billionaire Founder and CEO of Black Entertainment Television, Bob Johnson, management guru, Tom Peters, and the CEO of Nasdaq Financial Products, Inc., John L. Jacobs, the author trio directs its conscientious campaign at Fortune 500 CEOs, educators, and media outlets.

“We need to hear our leaders reintroduce language like ‘principle,’ ‘value’ and ‘accountability.’ It is imperative that we renew the spirit of these ideals,” Davis says.

“There are organizations that stress employee development over executive perks and golden parachutes, and rightly so, as it will lead to higher profits every time,” Patterson says. “It is only by building trust that we can influence others and secure their support. With the loss of other’s confidence, all personal and professional success become fleeting.”

The Baron Son has received praise from many top U.S. business leaders and financial advisors, and is a featured selection in the Forbes.com Book Club. The national book tour for Davis, Patterson, and Patton includes: Los Angeles – April 23-24, Houston – May 21-22, Chicago, IL – June 11-12, New York – July 23-24, St. Louis – August 12-14, Washington, DC – September 23-25, Miami – November 18-20. For details, see The Baron Series website at <http://www.baronseries.com>.

Vicky Therese Davis, William R. Patterson, and D. Marques Patton are entrepreneurs, sales and strategic business consultants, who have based their success on the principles in *The Baron Son*. Vicky Davis is Founder and Chief Executive Officer of Indulgence Jewelry Corp. William Patterson is Co-founder and Chief Executive Officer of The Warcoffer Capital Group, LLC. D. Marques Patton is Co-founder and President of The Warcoffer Capital Group, LLC.

Contact: Rebecca A. Stein
Long & Silverman Publishing, Inc.
Telephone: (702) 948-5073
Fax: (702) 447-9733
<http://www.lspub.com>