

Mock Review

THE BARON SON[®]

VADE MECUM[®] 7

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

A work as ambitious as its protagonist, *The Baron Son* is an extraordinary tale that combines the fundamentals of business, personal finance, philosophy, psychology, and self-improvement. This book answers the fundamental question of how money and human nature really work. If you thought you never had a reason to read a business book, *The Baron Son* is sure to prove you wrong. This is one manual that will not collect dust on the bookshelf.

Davis, Patterson, and Patton offer *The Baron Son* as a “vade mecum,” a guidebook to success and self-mastery, to be relied upon by all, regardless of one’s financial condition or position of power. When heard, the title imparts a play on words, as the ancient account of a young man who happens upon seemingly desolate, barren conditions, rises to become a trade baron of unmatched influence. While most submit laws, *The Baron Son* offers eleven chapters of “Supreme Principles.” These principles are not new, however they reinforce the enduring pillars that bolster successful endeavors. While each proves its own relevance, it is the principles’ collective force that reveals the true power described in this narrative.

For the authors, this is not just a work of fiction, but a philosophy: a complex, yet simple tale, that can be studied deeply or panned for insights to apply straight away. *The Baron Son* was written as the answer to all of our doubts and fears. It is about the pursuit of wealth versus the struggle for humanity. It brings to the fore all those timid thoughts that make us delay our dreams days, months, even years. This book tells us how and why we must create value for others in order to ensure our survival; that the struggle of our brethren is indeed our own. The lessons revealed help us to discover not only who we are, but also what we can become.

The Baron Son unfolds as the story of three students in quest of the secrets of wealth from the most prosperous man the world had come to know. The Baron recounts his story, how as a young child he lost his mother during childbirth, and later, his father, to an unjust king who ordered his execution for spreading the secret laws of gold to the people of his land. The Baron finds himself in the position of many readers who desire to improve their circumstances, but do not have the means or ideas of where to start. With guidance from his mentor, Nasir, and a determination to carry on his father’s mission, the Baron is able to find his true self and rise from his condition of despair to attain unprecedented wealth by creating value for all those around him.

Today’s executives will find the leadership principles discussed in *The Baron Son* timeless and effective, as will entrepreneurs looking for the tools and motivation necessary to make their businesses thrive. Storytelling is one of the most effective means for communicating ideas that will benefit us in various situations that arise. After reading this guidebook, you will know how successful people establish and maintain their positions, how to employ ethical management and leadership skills, evaluate business ideas, and live your life with renewed purpose. Whether you are at the top of your game or feel powerless to change your present condition, you will find value in *The Baron Son*.

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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.