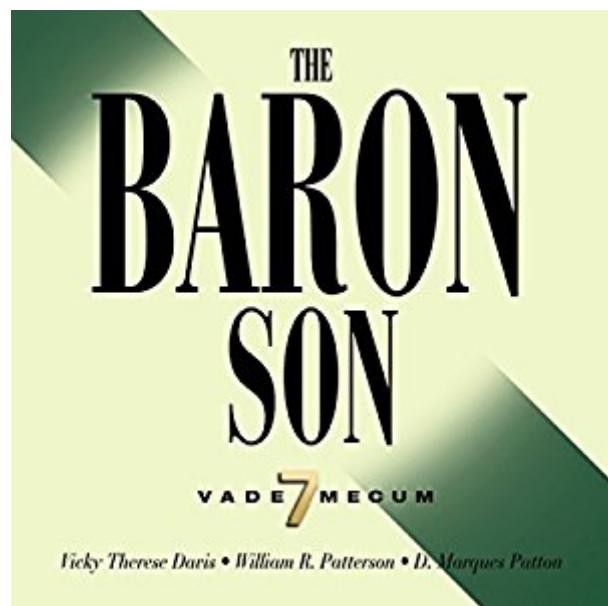


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The Baron Son



Synopsis

The Baron Son is an allegorical tale designed as a roadmap to wealth, power, and success. A legend from centuries past, it is the account 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.

--This text refers to the Hardcover edition.

Book Information

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Customer Reviews

The term 'vade mecum' is translated by the authors as 'a guidebook kept constantly at hand', but in fact from the Latin it translates more directly as 'go with me' or even 'the way with me'. Davis, Patterson and Patton have drawn from wisdom traditions East and West to draw together an interesting and inspiring series of principles by which leaders and followers can guide their actions in ethical and productive ways. I say leaders and followers, for while this book is most likely going to be read by the minority of middle-to-upper-middle management people who want to 'make it big', in fact this has useful wisdom and insight for people across the many segments of our society. As the authors state in their foreword, Americans of every stripe can mention who won the latest Oscar, which celebrities are dating (or breaking up), fashion trends, latest car models, etc. However, few can talk about the underlying principles governing the way we do business (even if they know the mechanics of doing business), and this is a shame, for 'the business of America is business' in many ways, and so much of our future is tied to the economic well-being of our nation and communities. However, this is not a how-to book in the spirit of the 'for Dummies' series, nor is it the

usual business manual with bullet points and assignments to do. This is an extended tale done almost as if it were a parable or fable. Is it fiction? Not really. The principles are laid out in the course of the tale, that of three who come for wisdom and learning from the richest man in the world, who is in this story 'The Baron' - not Bill Gates or Warren Buffett, but rather a person of the past or future, someone with a key to success that includes but goes beyond the pages of Money and Fortune magazines.'The Baron' is in some ways a mythical rags-to-riches tale, but it is one with a moral. How does one become skillful and truly successful in the world? What is true wealth? The answer here does not discount material prosperity, but does give a great caution against the idea of success at any price, for often the cost is too high. Like most of us, the Baron found himself without many resources, but with drive and inspiration.Success is not an overnight thing. 'Often it will take ages, or a series of failures, before a man's reward or penalty is revealed.' The very true idea that success is not automatically successful, nor is failure necessarily something to be avoided, is present here. 'Not to endeavour because of fear is the only true shame.'An interesting text from many standpoints, I hope that those who read this will be enriched and find the tale as interesting as I have. You may try the same exercise that I employed, which is to see how many pieces of the story have antecedents or inspiration from other pieces of literature, but this is only to confirm the value - truth never goes out of fashion, and wisdom is always valuable.

With "The Baron Son" I believe we've just been introduced to the next classic that will take the world by storm.I just finished reading it and am going to go right back and re-read it. The authors did a superb job of teaching the lessons of success and prosperity. They accomplished this within the framework of a parable that combined wisdom that one might expect to find while reading such masterpieces as Clasen's "Richest Man in Babylon", Hill's "Think and Grow Rich", Allen's "As A Man Thinketh" and others.Since other reviewers of this book have already set the premise and location of the story, I'll just add my two cents in saying that the principles are immutable, I'm honored to have had the opportunity to read this book and will refer it so often over the next 73 years or so (after all, I'm only 47) :- that I might become the book's greatest salesman.Oh, yes, I guess Mandino's excellent "Greatest Salesman in The World" would also be thought of along with those by Clasen, Hill, Allen and others as possible inspiration for "The Baron Son."The way the authors told the story was also, I feel, very effective. I felt myself rooting for the characters; disappointed in their setbacks and proud when they succeeded.Really, I can't say enough about this book and the masterful work by the authors. As I say in all my reviews of books where the principles are so outstanding, parents, make sure you're children have the opportunity to read this. If they

embrace the message they'll be nine steps ahead of the game in a ten step game. And, when I say game, I don't just mean the game of business (though they will surely be ahead in that area) but the game of life, as well.

The Baron Son is a book written by three innovative entrepreneurs who have surely approached the teaching of leadership and business achievement from an exceptional perspective. Most books written about leadership are penned in a non-fictional format. What you read is what you get. Little is left to the imagination as the writers directly impart their ideas from one paragraph to another. The Baron Son uses a different approach. It is written as a fictional story about a wise baron who acts as a revered tutor and slowly imparts knowledge to three young disciples. The end result of this approach is that the reader is left to glean from the visionary wisdom and teachings of the baron. The longer you ponder upon each major "supreme principle" as revealed by the baron, the more you personally benefit from his insight. The three authors weave a large number of moral and successful business principles in this interesting allegorical fable. As you read The Baron Son you come to learn that hard work and effort of itself will not ensure the achievement of goals and personal fulfillment. It is hard work combined with wisdom and proper actions that make it all possible. In this mythical story the wise baron imparts eleven "supreme principles" to his young pupils. The authors don't break new ground with these valid principles, but they present this knowledge in a fascinating way. The Baron Son is truly distinctive and will appeal to readers who enjoy fiction. It is a book that can be read in just a few sittings and one that continues to reveal wisdom long after the book is closed and you ponder on its contents! If you primarily read and enjoy non-fiction, this may not be your cup of tea. But, if you want to learn some sound principles about business, wealth and leadership through a fictional narrative, The Baron Son will make your cup runneth over.

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