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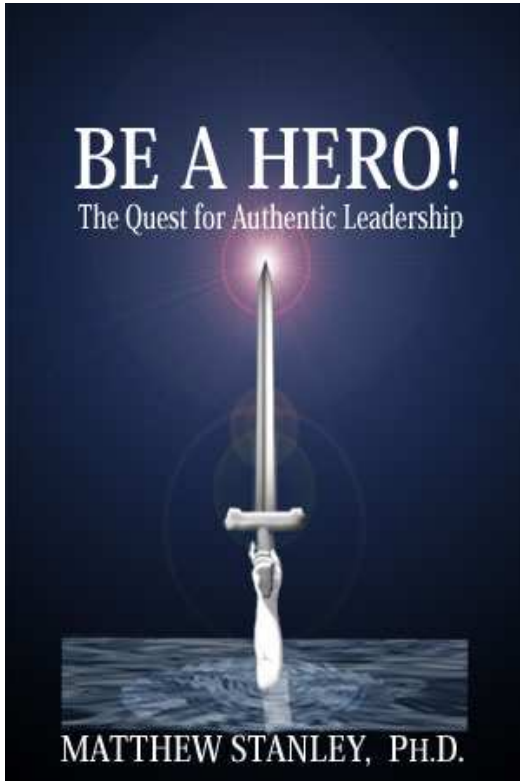
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About Paraview, Inc.



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BE A HERO: THE QUEST FOR AUTHENTIC LEADERSHIP

Matthew Stanley Ph.D., is the author of *Be a Hero: The Quest For Authentic Leadership*, by Paraview, Inc. The book explores the qualities shared by mythological characters and great leaders in popular culture and then relates those qualities to practical advice for modern life.



Our society seems filled with people who value themselves above the collective group. This has led to greedy, self absorbed leaders who are intent on success regardless of who is hurt. Stockholders, employees, fans and family are trampled by artificial leaders guided only by ego. *Be A Hero: The Quest For Authentic Leadership* not only outlines the qualities of a leader, it explains how anyone can become the true, authentic leader they were meant to be.

The process of becoming a true leader is challenging, requiring an individual to leave ego behind and discover a purpose in life greater than personal goals. *Be A Hero: The Quest For Authentic Leadership* goes beyond typical leadership or self-help books. It helps define the path that anyone who desires to be a true leader must take.

Be A Hero: The Quest For Authentic Leadership has broken down the process of becoming a true leader, either in business or in the home, into easy to understand steps. The book helps the reader to change the status quo, select a team that has a vested interest, clearly define team

goals, and align attitudes and beliefs. *Be A Hero* teaches you how to cope with the toughest of times, to begin the ongoing process of self reflection and emerge as a true, authentic leader. *Be A Hero* is a book for anyone who desires to be a better manager, a better spouse or parent, a better leader, in short become a better human being.

Be A Hero; The Quest For Authentic Leadership, is available mid-August from Amazon.com, Barnes and Noble.com and direct order from Stanley and Associates at 1-888-752-6720.

Matthew Stanley, M.B.A., Ph.D. is the owner of Stanley and Associates, Inc., a seventeen-year consulting and training firm in West Virginia. He owns one of the largest business and marketing plan firms in the nation. Business And MarketingPlans.com consults with hundreds of firms per year and helps many to obtain funding. He owns a printing company and is a stockholder in an international bio-chemical company. Dr. Stanley has received numerous regional and national awards for advertising, sales, and marketing.

BE A HERO: THE QUEST FOR AUTHENTIC LEADERSHIP MATTHEW STANLEY
ISBN 0-9764986-1-8 | 190 PAGES | \$14.95 | August 2005
Amazon.com | Barnes and Noble.com | (888) 752-6720



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MATTHEW STANLEY A BRIEF BIOGRAPHY

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“Like many people I have always felt a call to leadership. By 30, I was at the top of my game. I was successful, at least financially. Then I faltered. I had an affair and destroyed my marriage. I lost my family and my job. Never one to accept a defeat, I challenged myself to rebuild what I had lost. I remarried and established my own business, building it to a financial success. At 40, my new young wife had an affair. I not only lost that relationship, I lost my business. Then a bottle water company I invested my life savings in, failed. Suddenly instead of the paper millionaire I was supposed to be, I was lost, floundering, confused by the sudden turn in my fortune.”

Sometimes the greatest of personal setbacks bring life to the greatest of successes. “I took time to evaluate the type of leader I was, the man I had become. Through introspection and research I discovered the qualities that make a true authentic leader. My own life mirrored the mythical hero’s of old. *BE A HERO: THE QUEST FOR AUTHENTIC LEADERSHIP* is the result of my research into leadership qualities, and the quest I made to become a true leader. Like the Phoenix, rising from the ashes I rebuilt my life, based on authentic leadership qualities. I now own successful businesses, have a wonderful wife, three beautiful children, two great step-children and Sadie...my dog.”

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AVAILABLE IMMEDIATELY

LECTURER, TRAINER, KEY NOTE SPEAKER

Dr. Matthew Stanley, author, lecturer, and entrepreneur studied and reveals the qualities of and the process of becoming a heroes in history, myth, legend and contemporary life in his book BE A HERO, The Quest For Authentic Leadership.

Dr. Stanley discusses why it is important to need heroes, why the listeners should become a hero and what it takes to be a hero. Dr. Stanley sparks lively discussion and debate with insightful analysis of national regional and local heroes. Listeners are encouraged to call in and ask questions about heroism and leadership, and share stories about the heroes in their lives.



HE WILL HELP YOUR LISTENERS.....

- ⇒ Desire the qualities and attributes of a hero
- ⇒ Understand the journey they must take
- ⇒ Clearly define goals, objectives, strategies and tactics
- ⇒ Cross the threshold to change
- ⇒ Overcome challenges and tests
- ⇒ Face their enemy with courage
- ⇒ Cope with the toughest of times
- ⇒ Face their deepest fears

Dr. Stanley is the guest for listeners who desire to be a better manager, a better spouse or parent, a better leader, in short a better human being.

Why invite Matthew Stanley to be your guest?

Timely Topic- We need heroes more today than ever before, Dr. Stanley will tell your listeners how to affect positive change in your home, workplace and community.

Your listeners will gain

1. Insight into the journey every hero must make
2. The qualities of heroes through out history and today
3. The information, inspiration and motivation to become a hero in their home, business, school or community.

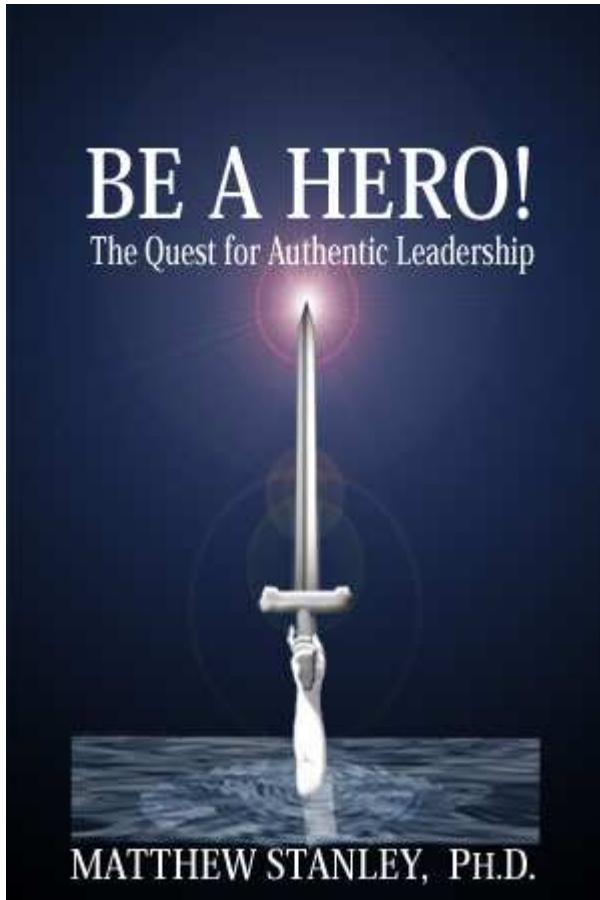
If we can motivate the people to stand up and be a hero then they will affect change in their small corner of the world, soon the small corners become large corners that join together to change the world.

CALL 888-752-6720 and book Matthew Stanley Ph.D. today



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ADVANCE REVIEWS



“Be a Hero is a wonderful book! Matthew Stanley uses heroes and myths from cultures around the world to show how the hero’s journey is the same today as in ancient times.”

— **Chellie Campbell, author**
The Wealthy Spirit and soon to be published From Zero to Zillionaire.

“In Be a Hero!, Matthew Stanley unlocks the mysteries of moral intelligence and reveals how it can transform both leaders and companies alike. This book is yet another sign of the changing times, and a must-read for executives interested in raising the level of discourse in corporate America.”

— **Christine Arena, author**
Cause for Success and The High-Purpose Company

“Matthew Stanley takes us on a fascinating journey through the complex world of hero-leaders. He illuminates so

many intriguing aspects of leadership. One comes away with a terrific read ... this book connects a lot of dots.”

— **Donn Rogosin, Ph.D., author**
Invisible Men: Life in Baseball’s Negro Leagues

“I don’t know if we can learn enough about leadership. As we know, good, sound, quality leadership is needed so much in our society today. I think if we want to get a different perspective of leadership, this is a good book to read.”

— **Bobby Bowden, Head Football Coach, Florida State University, National Champions 1993 and 1999**

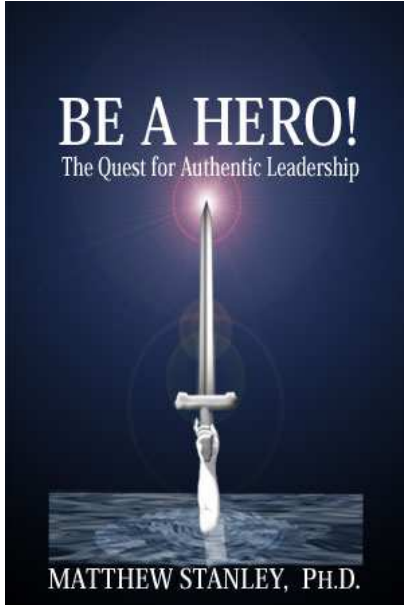
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Interview with Matthew Stanley

Q: What is *Be A Hero: The Quest For Authentic Leadership* really about?



In a pragmatic sense, *Be A Hero* is about achieving success without losing your ethics and morals. It is an exploration of the character traits and life journey of mythological, historical and cultural heroes. We can then compare our own life journey with history and see how far we've progressed in our personal quest to be a leader.

Q: How is this book different from other leadership books already in print?

Leadership books typically outline the characteristics of leaders. Then the book ends. Readers learn the qualities leaders possess, but have no guidance on how to achieve those qualities. Leadership books also do not recognize that true leadership goes beyond platitudes and slogans; it is a quality from within the individual. Each of us is facing challenges and experiences that can create our true greatness.

Q: What are the qualities of a true hero or leader?

Mythological, historical and modern leaders share many qualities. Typically a leader is well educated, charismatic, very determined and a bit egotistical. Leaders also share a wounded childhood and thirst to make their own fortunes. Each of the heroes explored in *BE A HERO*, also felt a call to achieve a higher purpose than personal gain.

Q: How does this differ from leaders we see today?

In our modern world, society exalts the individual above all else. There seems to be little regard for the rest of society. Perhaps that's why so many of today's leaders are greedy and self-absorbed who are trying to get as much as they can, regardless of the injury to stockholders, employees, customers, fans or family. True heroes are not self-absorbed, but rather, absorbed in the human condition. Each of us is capable of becoming such a hero.

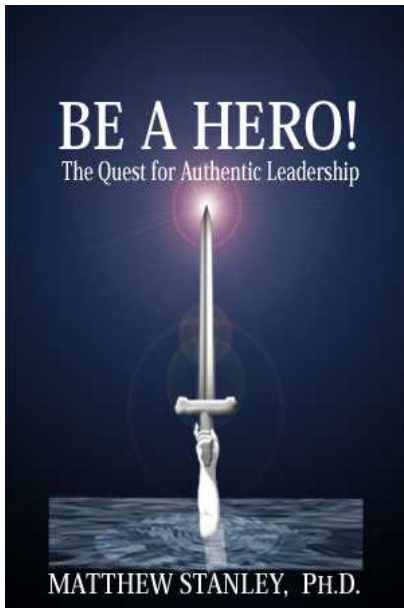
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Interview with Matthew Stanley

Q: Can anyone become a leader or is it a select club?



Anyone who is willing to give up egocentric behavior and lead by example can become an authentic leader. When we let go of the need to control and manipulate those around us and demonstrate compassion for our associates and family, we are becoming an authentic leader.

Q: What are the steps the average person must take to become a true leader?

Each must understand that leadership is a journey, not a skill set. We must challenge our own status quo, desire to be a better person. We then have to surround ourselves with people who are vested in a better life.

We have to actually act on our vision for improvement in our business practices and our life. It takes courage to change ourselves, to be true to our beliefs, and we must be committed to change.

Another thing we have to understand is that change is difficult. It is often unpopular to do what is right. The hardest part in becoming a true leader is slaying our Medusa...our ego. Becoming a true hero is a process of self reflection and analysis of past and current mistakes. Once we have mastered these step we emerge with a balanced life.

True leadership is accepting the challenge of change and continuing the path of self discovery and awareness.

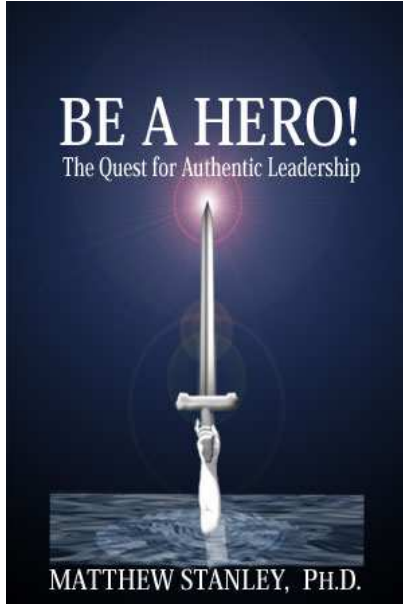
Q: What events in your life led to writing *Be A Hero*?

Like many people I have always felt a call to leadership. By 30, I was at the top of my game. I was successful, at least financially. Then I faltered. I had an affair and destroyed my marriage. I lost my family and my job. Never one to accept a defeat, I challenged myself to rebuild what I had lost. I remarried and established my own business, building it to a financial success. At 40, my new young wife had an affair. I not only lost that relationship, I lost my business. Then a bottle water company I invested my life savings in, failed. Suddenly instead of the paper millionaire I was supposed to be, I was lost, floundering, confused by the sudden turn in my fortune.

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Interview with Matthew Stanley

Q: What do you want readers take away from your book?



I want readers to enjoy the book and to feel empowered. I want them to know that they can create atmospheres of cooperation in the business place and at home.

Q: Do you have a favorite story in the book? Why?

It's a toss up between Blake's story and Shelia's story. I identify with both because they closely reflect my own story. Blake, Shelia and I are all real people who had great success and lost everything because of an oversized ego.

Q: For our audience, why should they read this book?

BE A HERO: is a fresh look at favorite mythological, historical and cultural leaders, which would appeal to people who enjoy myths. Readers who are not satisfied with the true quality of their lives, despite their apparent successes can gain insight into their struggles. Young business people who wish to sidestep some of the pitfalls of massive ego and have an easier life.

Q: What is the benefit of reading this book for our audience?

Each of us dreams of a better life. BE A HERO allows us to achieve the greatest adventure in our lifetimes, the quest to be a person who makes a positive difference in the world.

Q: How does the audience purchase a copy of BE A HERO! The Quest For Authentic Leadership?

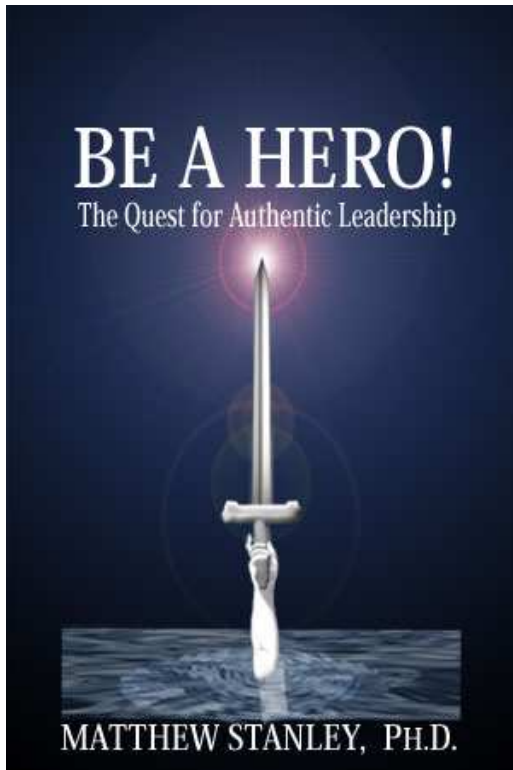
The book will be available at Amazon.com and B&N.com starting in September. They can also order advanced copies from Stanley and Associates at 1-888-752-6720

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ABOUT PARAVIEW PUBLISHING



PARAVIEW LITERARY AGENCY has a history of anticipating future book trends and creating appropriate projects with its clients -- scientists, writers, and innovators from around the world. The Paraview Literary Agency is among the first to successfully develop literary properties for a rapidly growing worldwide audience known as cultural creatives. The agency handles nonfiction properties.

Clients of the agency have had several *New York Times* bestsellers, including *The Coming Global Superstorm* by Art Bell and Whitley Strieber, *A Night Without Armor* by Jewel, *Talking to Heaven: A Medium's Message of Life After Death* by James van Praagh, and *What Your Doctor May Not Tell You About Menopause: The Breakthrough Book on Natural Progesterone* by John R. Lee, M.D. In the past dozen years, the agency has sold more than 200 books at various major publishers, including Penguin Putnam, HarperCollins, Random House and other

publishers, and negotiated foreign rights in more than 30 languages for its properties.

PARAVIEW, INC., founded in 2000, is a book publishing company that utilizes new media technology to publish quality works in body, mind, and spirit and the frontiers of science and culture -- areas related to the transformation of society. Like a traditional book publisher, Paraview, Inc. is highly selective in choosing its titles, which are then professionally edited and attractively packaged. But in a radical departure for a publishing company, Paraview, Inc. uses new media technologies exclusively to produce and distribute its titles. Paraview, Inc. books appear in two formats: as high quality, print-on-demand trade paperbacks, which can be ordered from any bookstore or online outlet, and as e-Books, which can be downloaded instantly upon purchase and read on laptops, handheld computers, and dedicated reading devices. Paraview, Inc. is dedicated to publishing fascinating non-fiction books for niche audiences.

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