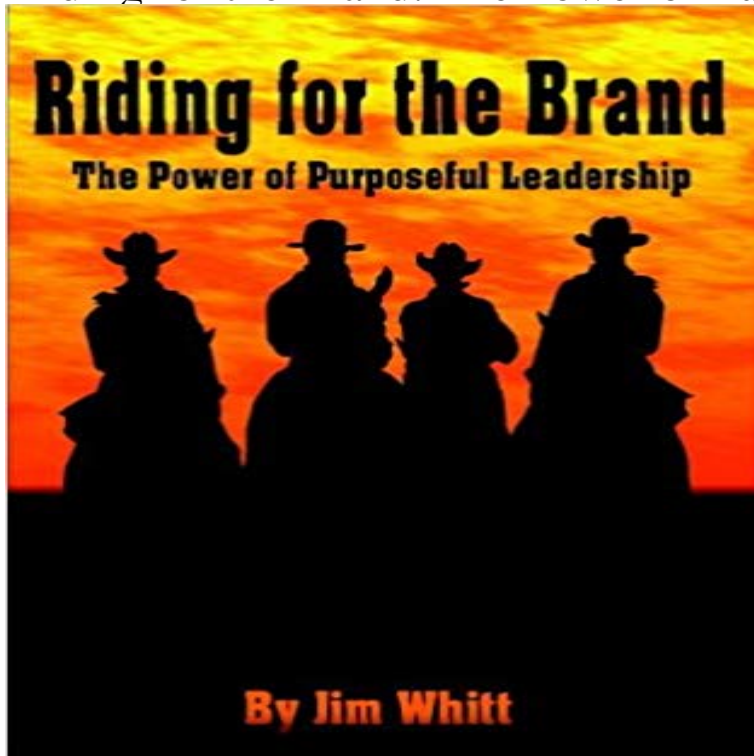


Riding for the Brand: The Power of Purposeful Leadership



Riding for the Brand is a western that set in the future. It's a short novel about leadership, human motivation and change. The story revolves around two men: Bob Fooshee, a freelance writer, and Burns Marcus, a rancher who builds a business empire. The year is 2030, and Fooshee is dispatched by a magazine to write about Marcus, whose ranch was near bankruptcy 25 years earlier. It was then that Marcus, searching for answers, attended the cattlemen's convention in San Antonio and heard a speaker who provoked him to radically change the way he approached his business. This was the catalyst that led Marcus to start Diamond Enterprises, which becomes the model organization of the 21st century. While interviewing Burns at his ranch in Oklahoma, Bob rides pasture, ropes a few steers and discovers the key to Burns Marcus success - the power of purposeful leadership.

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