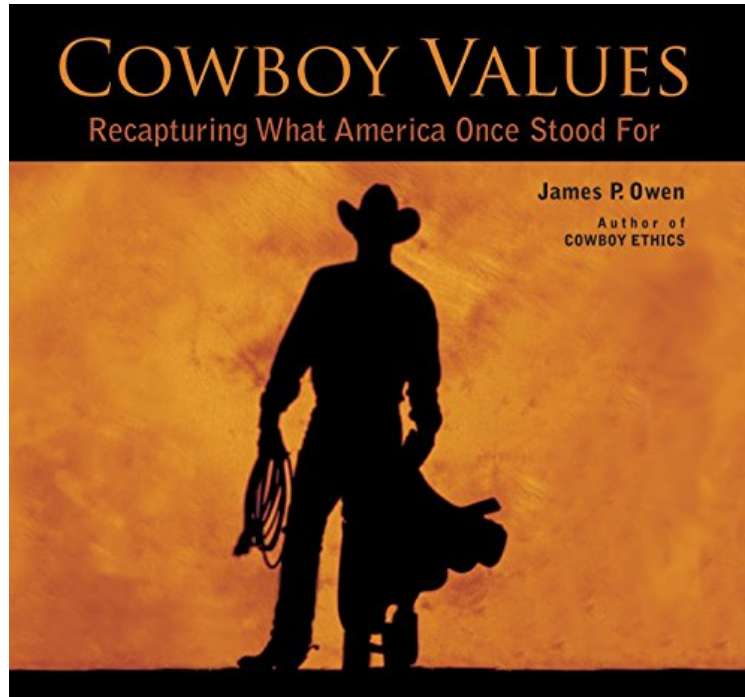


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Cowboy Values: Recapturing What America Once Stood For

James P. Owen

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about how this book would be an extremely valuable tool for teaching children and reminding adults of what counts in life and how to live by a code. The books have changed my life and I want to help change the lives of others particularly our children. Since then I also purchased Cowboy Values and I now buy them and give the pair of books as gifts to friends, relatives and even to some politicians. If I had to start a school or teach a class, these two fantastic books would serve as the basis of my curriculum. If the kids could learn these basic principles, there is no mountain they couldn't climb or dream they could not fulfill. If you have children or nieces or nephews I would recommend you give them these two books as gifts. And I will bet that many adults should be reading these books as well. At a time of uncertainty and anxiety about the future, Cowboy Values and Cowboy Ethics will give you some hope that we will get through this period if we just remember the great truths that built America are still true today. As that great American icon, John Wayne once said, "A man's got to have a code, a creed to live by, no matter his job". When you read these two books and absorb the lessons I think you will agree.

Jim Owen leads a massively successful seminar that is in huge demand by financial groups, teachers' organizations, and professional associations. Here Owen continues his nonpartisan message, offering the legacy of the cowboy as a model of accessible, positive qualities that all can agree on, regardless of religion or political persuasion.

From the Inside Flap Americans are known for being optimists, but it doesn't take a cynic to see that our country is seriously off-track. We're upset by greedy corporate executives, who line their own pockets at others' expense; we're disgusted by gutless politicians, who pander to special interest groups; and we're appalled by a culture that glorifies materialism and self-gratification. It's as if "What's in it for me?" were our national motto. No wonder so many of us feel a deep yearning for a simpler time when civility was the norm and a handshake could seal any deal. We can't turn back the clock or legislate our way out of society's malaise. But here's what we can do: Look to the bedrock values all Americans share. We may never agree on Iraq, abortion, or how to boost our economy, but surely we can agree that "Our word should be our bond." For a definition of those shared values, we need to look no further than the Cowboy Way. Living by a code that centers on principles like honesty, loyalty, and courage, the working cowboy is an enduring American hero--one providing just the kind of inspiration our country needs to find unity and hope in these troubled times. It's not too late for us to get back to the qualities that made America great. Cowboy Values gives us a great place to start.