

## Controversial Dutch Author & Insider Challenges International Business Community In New Tell All Book Titled *Freed EGO*.

It's no mystery that large-scale business and international companies have the power. However, just how much control and influence do these organizations *really* have?

Péron van Stralen exposes what's really taking place in back boardrooms and in private offices across the globe in his new work, *Freed EGO*.

"Through the power of economics, these corporations have the ability to influence nearly every aspect of one's life by creating dependency and therefore unhealthy power," says van Stralen. "Dependency on financial systems is ruining the majority on earth."

In *Freed EGO* (2014), Péron reveals research showing that business can be conducted in an entirely different manner, serving the people and the planet, while increasing profits.

Living with a Freed EGO is the next level of practical conscious living. Once you understand how people were *trained*, in the past, to believe in certain traditions, you can move others to think and act for themselves.

"Although people are slowly beginning to awaken to the possibilities of a new and better future and beneficial new ways of conducting business, *Freed EGO* accelerates the process by giving people a systematic approach to making major changes now," says Péron.

This book is a first step on the way of reaching the next level of business owners who desire more than money. It's for those seeking to conduct business on their terms while maintaining a legacy.

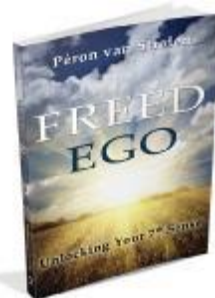
Péron van Stralen is available for interviews in Dutch, English and German and international speaking engagements.

*Freed EGO* Website:

<http://www.freedego.com>

Backboneable Business Strategies Website:

<http://www.backboneable.com>



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Founder of the BACKBONEABLE Movement

## Péron van Stralen

*International Author,  
Speaker & Visionary.*



BACKBONEABLE  
BUSINESS STRATEGIES

Péron has more than two decades of experiences about these issues in his careers in the elevator world, and is been serving with his independent consultancy to a niche market of maintenance purchase management for real estate owners for over 10 years. He is now on a mission to teach business owners about a radical new way to maximize their profits by running their businesses from the heart.

In 2011 he decided to publish his controversial first book about conflict of interest kind earning models, lack of transparency and his drive for fair play in business, entitled MVO (similar to CSR – Corporate Social Responsibility) – Maatschappelijk Verantwoord Opgelicht, or 'SAB – Socially Accepted Bribery,' a book that profoundly impacted businesses in Holland. The book reached the Dutch government and parliament regarding issues of independency of advisers in different business segments. The Netherlands Authority for Consumers and Markets is now doing research in several markets about potential unethical influences of business.

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