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**TOWARD TRUTH, FREEDOM,
FITNESS, AND DECENCY**

By Mark W. Bitz

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“Bitz insightfully nails how America has lost its way. Then he ventures forth with thoughtful and sometimes radical solutions about how to find our way back. A courageous and important (book).” –Bob Vanourek, President, Vanourek & Partners, author of *Leadership Wisdom: Lessons from Poetry, Prose, and Curious Verse*

HAS AMERICA LOST ITS WAY?

**Business Leader And Community Activist Mark Bitz
Offers Thoughtful Observations and Solutions
To A Broad Range Of Problems In His New Book,
TOWARD TRUTH, FREEDOM, FITNESS AND DECENCY**

Has America lost its way? Why do some people prosper, while others subsist? What furthers our health, effectiveness, civility, and happiness? What should we teach our children? These are the type of questions that business leader and community activist Mark W. Bitz explores in his new book, **TOWARD TRUTH, FREEDOM, FITNESS, AND DECENCY** (Greenleaf Book Group, November 2017). He analyzes the cultural, economic, and political trends that have impacted America, providing an in-depth look at the state of our country and an analysis of where he believes we are headed.

For Bitz, it all began nearly forty years ago while he was visiting a family in a one-room home in South America as a student researcher. The home had a dirt floor, was fly-infested, and the parents and seven children slept on mats. Nineteen-year-old Bitz was shocked by the difference between his life and theirs – and thus began his search for answers to life’s most troubling questions.

More

Today, Bitz believes that America has lost its way. “We degrade our eco-systems and spew billions of tons of climate-altering carbon dioxide into the atmosphere each year. Polarizing politics, laws, policies, news, and speech divide us. Many children live with one parent and grow up in poverty. Many receive a poor education. Many families cannot access or afford good healthcare. Most American incomes adjusted for inflation have stagnated for 27 years. We and our government have unprecedented levels of debt. Why do we no longer ascend?,” he asks.

Bitz hopes that the concepts he presents in **TOWARD TRUTH, FREEDOM, FITNESS AND DECENCY** – which is part of a five-part series called *Flourish* – will help change the way Americans think and act. His vision for a better future is based on his years of study and travel as well as his work as an entrepreneur, board chairman, and community activist.

Winning Perspectives

The focus of **TOWARD TRUTH, FREEDOM, FITNESS AND DECENCY** is Bitz’s Winning Perspectives and Practices. Winning Perspectives “are accurate perceptions of reality, natural processes, and human nature. They come from an understanding of the evolution of the universe and life. They help us determine how to live and be effective and include—truth, causality, scale, evolution, fitness, human nature, periodic disaster, and eco-dependency,” Bitz writes. He explores these perspectives in-depth and points to Switzerland and Singapore as examples of countries that have embraced these ideas and flourish.

Winning Practices

Bitz defines Winning Practices, on the other hand, as ways of acting that improve the quality of life for everyone. They positively affect individuals, groups, and the environment in both the short and long term, and ensure that steadily increasing numbers of people have healthy diets and clean water; adequate clothing and other

necessities; basic marital and family rights; quality healthcare; desirable choices regarding residency, education, and occupation; safe and advantageous employment; sustainable lifestyles; and three-generation life expectancies. Bitz provides in-depth examinations of the most important Winning Practices in **TOWARD TRUTH, FREEDOM, FITNESS, AND DECENCY.**

Ultimately, people need a habitable planet, territory, resources, a home, workplace, family, and friends in order to flourish, says Bitz. Beyond these things, our lives depend on Winning Perspectives and Practices. Of these, truth, freedom, fitness, and decency are the most crucial ones that we must all embrace. He shows us how to do this with his thoughtful and compassionate reasoning, his in-depth examples, and his deep concern for the future of our country and the world.

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ABOUT THE AUTHOR

Mark W. Bitz is a successful entrepreneur, author, and community leader. From 1991 to 2007, he owned Plainville Turkey Farm which won the American Culinary Institute Best Taste Award and was the first turkey company to receive the American Humane Association's "Free Farmed" certification. In 1990, he founded a feed company that he currently owns and in 2005, he cofounded CNY Crops, a company that has become the largest organic crop operation in the Northeast.

Bitz has chaired the Empire State Young President's Organization and New York State 4-H Foundation. He has been a director of the Greater Syracuse YMCA, Syracuse Metropolitan Development Association, NY State Business Council, National Turkey Federation, and International Chief Executives Organization among other voluntary positions. Mark Bitz received his B.S. from Purdue University and his M.S. from Cornell University. To learn more, visit: www.flourishbooks.org.