



Rio Rancho, NM Author Publishes Book on Modern Society's Problems

This Book is a Call to Action for Society's Return to Virtue and Decency

Absurdities of the Gods of the New Morality, a new book by Stephen F. Baca, has been released by Dorrance Publishing Co., Inc.

The art on the front cover represents the twelve supreme Greek deities; displayed from left to right they are Demeter, Hermes, Hephaestus, Aphrodite, Ares, Hera, Zeus, Poseidon, Athena, Apollo, Artemis, and Dionysius. This book strikes a parallel between the character and behavior of these supreme mythical gods and that of today's elite nihilists. Just like the current gods of the new morality, the Greek gods were not noble; they were absurd, decadent, and powerful.

Absurdities of the Gods of the New Morality is unique in that it identifies, specifically, those who were primarily responsible for the declension of virtue in our society. It is a complete, comprehensive, and exhaustive exposure of the negative enculturation of America by elitist Boomer activists. There was a decline of morality and virtue in our country, precipitated by Boomer activists starting in the 1960s, when Boomers first started reaching age 18 and went off to college, where they were proselytized by socialistic professors. Sound ethics, morality, and virtue are essential elements of any orderly society, and we are headed in the wrong direction. The solution is a return to virtue and decency.

About the Author

Stephen F. Baca's background is in business management. He was a marketing executive for a large national corporation for many years. Capitalizing on an opportunity, he resigned from his corporate position and became a successful entrepreneur with his own privately held logistics company in California and later in Arizona. He has broad business education and experience, which allowed him to succeed in his various corporate and entrepreneurial endeavors. His keen interest in history drove him to investigate and research chaotic events and circumstances plaguing our country, and the deleterious impact this iconoclastic behavior was having on our moral ethos. He became an ardent student of the generation that underlies the topic of this book. It soon became clear to him that the chaos and vitriolic activism advocating for a retreat from traditional moral values was being promulgated by a certain small segment of the Boomer generation, which he has denominated "the gods of the new morality."

Absurdities of the Gods of the New Morality is a 474-page hardcover with a retail price of \$31.00. The ISBN is 978-1-4809-5669-8. It was published by Dorrance Publishing Co., Inc of Pittsburgh, Pennsylvania. For more information, or to request a review copy, please go to our virtual pressroom at www.dorrancepressroom.com or our online bookstore www.bookstore.dorrancepublishing.com.