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The University of South Carolina M.B.A., Wake Forest University B.S., Wake Forest University Fred R. David, Ph.D. is an internationally recognized strategic planning scholar, author, and consultant. He received a BS and MBA degree from Wake Forest University and a Ph.D. in strategic management from the University of South Carolina.

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For many centuries, science and religion have remained staunchly independent. Whenever issues have developed that simultaneously touched on both areas, debate often ensued—for example, when scientists first proposed that the earth revolved around the sun, or when the theory of evolution was proposed. There has always been a cultural disconnect between science and religion that has caused dissention and distrust. Research conducted by author Fred R. David, however, reveals that the missing link between science and religion may be UFOs or, more specifically, the beings inside those crafts. The UFO–Christianity Connection: Fact or Fiction • reveals that UFOs played a significant role in how ancient civilizations built megalithic structures and predicted celestial events perfectly; • brings to life the close association that ancient civilizations had with ancient astronauts—whom they called gods or sky people; • reveals that many events described in ancient writings, including the Bible, involved UFO encounters; • gives readers a unique perspective to engage others in discussing angels, God, UFOs, Bigfoot, Satan, giants, the underworld, the flood, Atlantis, and Jesus. The scientific information presented here is vital for people of all faiths on all continents. Explore the missing link that bridges the gap between science and religion.

Organizational success crucially depends on having a superior strategy and effectively implementing it. Companies that outperform their rivals typically have a better grasp of what customers value, who their competitors are, and how they can create an enduring competitive advantage. Successful strategies reflect a solid grasp of relevant forces in the external and competitive environment, a clear strategic intent, and a deep understanding of a company's core competencies and assets. Generic strategies rarely propel a firm to a leadership position. Knowing where to go and moving carefully considered, creative ways of getting there are the hallmarks of successful strategy.

"A must read for those who want a new approach to fine business leadership," July 8, 2009 - Midwest Book Review (Oregon, WI)

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