

Paradigm

A NOVEL



For Immediate Release

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"The science wrapped in Paradigm will challenge how we think about gravity and the relationship between science and business. Truth and fiction merges to tell an intriguing tale."

- M. Douglas Ivester, Former Chairman and CEO of Coca-Cola

What would tomorrow's Wall Street Journal be worth to you today?

Paradigm

A novel by Robert D. Taylor

- "The Taylor Effect" is the Nobel Prize nominated scientific discovery behind *Paradigm* and thoroughly explained inside the book;
- Eight decades of historical data prove that the stock market, going forward, is nearly 100% predictable;
- Anyone with a computer and a spare hour can use independent data and easily prove "The Taylor Effect" for themselves . . .

Paradigm is a page-turning (and wickedly suspenseful) scientific thriller about a mysterious granite Egyptian box and twin scientists Alex and Nicholas Shepard. The secret they discover could collapse financial markets, bankrupt corporations around the globe, and destroy many of the world's most powerful families. As the twins quickly find out, people will not only kill to make money, but will kill to keep it.

Fact: The science in *Paradigm* is real. In March of 2000, world-renowned scholars and scientists nominated Robert D. Taylor's discovery, The Taylor Effect, for the Nobel Prize in

Economics. Taylor empirically (and conclusively) proves why stock market movements are not random and how he came upon this discovery. In order to reach the widest audience possible, Taylor decided to present his discovery in a novel, but at the end of *Paradigm* he fully explains for the reader the science behind his theory and exactly how it works.

Robert D. Taylor is a research scientist, the CEO of Trend Corporation, Inc, and author of *Paradigm*, the new intelligent scientific thriller based upon his Nobel Prize-nominated discovery The Taylor Effect. Learn more about Mr. Taylor, The Taylor Effect, and the new novel *Paradigm* by visiting www.paradigmbook.com

Paradigm will be available nationwide March 6th 2006.
Savas Beatie LLC, ISBN 1-932714-16-2, 644 pages, HC, \$26.95

Visit <http://www.paradigmbook.com/> for more information.

ATTN MEDIA: To receive more information, schedule an interview, and receive an advance review copy of Robert Taylor's exciting new book *Paradigm*, please contact Sarah Stephan, 408-892-1316, Email: sarahs@savasbeatie.com.

Synopsis



Author Robert Taylor

The Shepard twins and their wives are delighted when they receive an invitation to spend a long weekend with their friend, Gabriel Von Stuyvesant, who is the curator of the palatial Biltmore Estate.

But, they never expected to discover an ancient Egyptian box that would change their lives forever.

Alex and Nicholas Shepard soon find themselves in a battle of wits against the powerful reach of a mysterious Group as they unlock the unimaginable resources the box has

to offer. In only a few months the brothers use the box to procure a fortune in the stock market, but the owners want the box back.

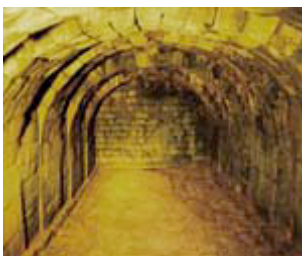


The Biltmore Estate



A series of tragic circumstances transpire; the death of a brother, a devastating fire and a kidnapping drive the Shepards into a desperate race to learn the truth of the box's legacy before someone else is murdered.

They follow the box's history through the ages from the catacombs in Paris to the Knights Templar in Scotland.



Paris Catacombs



The Vatican



Knights Templar

What began as a scientific experiment in the stock market becomes a nightmare as sinister clues lead them to Venice, London, and even the Vatican library.

In this suspense/thriller novel, Robert Taylor challenges us to believe the unbelievable. What if you could accurately predict the stock market? Where does fiction stop and reality begin?



Venice

You will soon discover, Taylor is telling the truth. The Taylor Effect is scientific evidence that the stock market really is predictable. Like the fictional characters, we too will find ourselves putting Taylor's discovery into practice.



London



Author Bio



Author Robert D. Taylor

Robert Taylor is an author, research scientist and successful businessman.

In March of 2000, Taylor's discovery earned him a nomination for the *Nobel Memorial Prize* in Economics.

His book, *Paradigm*, supports the validity of his discovery: the predictability of the stock market.

Taylor lives in Atlanta, Georgia with his wife.

Biography: Robert D. Taylor

Robert D. Taylor was born in 1947 in Detroit, Michigan. He was raised in Trenton, Michigan and graduated from Trenton High School in 1965.

1965-1973 Robert D. Taylor performed his undergraduate work (Literature and American Language) at Northern Michigan University and at Eastern Michigan University.

In 1967-1968 Taylor served a tour of duty in Viet Nam. He earned combat service medals from the Navy, and was discharged honorably.

In 1973 Taylor established a commercial construction company that is currently the largest of its kind in the Southeastern United States.

In 1978 Taylor read a paper concerning the studies of scientist J. M. Hurst. This paper changed his life. Hurst speculated that in fact there must be an unknown exogenous factor, which he called "X motivation," that was actually driving financial market cycles.

Taylor felt that if such an exogenous driver can influence *some* physical and mental functions, might they not influence *others* -- perhaps causing masses of humans to feel simultaneously bullish or bearish in the stock market. The outside driver "X motivation" Hurst was speculating about is what Taylor has now proven to be *Gravitational Fluctuations*.

Taylor's discovery was so extraordinary that he diverted most of his attention to the theory that gravitational fluctuations have a strong influence on all human behavior.

In 1994 Taylor authored a book defining the predictability of certain aspects of human behavior entitled *OPStime, The Secret to Perfect Timing for Success*, which was published in 1994 by LongStreet Press.

Just before publication, Taylor decided to remove a chapter titled *The Ups and Dows*, outlining a unique approach to forecasting economic times series, which subsequently has been the major focus of his attention since 1996. That focus produced an astounding conclusion that proves a predictable structure to financial markets instead of random behavior, which is universally thought to be the accepted standard by econometricians.

In 1996 Taylor solicited the help of other theoretical physicists and scientists to advance his discovery. These mathematicians and engineers are considered to be the leading scientists in the field of aerospace control theory systems.

Together, Taylor and his group developed and wrote over two hundred programs in the field of time domain and frequency domain control systems. The end result was **Xyberg**, a sophisticated software program that successfully forecast financial markets. Taylor's team concentrated their efforts on developing models for the Dow Jones Industrial Average (DJIA); The Standard and Poors 500 index (SPY); the NASDAQ Average; U.S. Treasury Bonds; and currencies.

In March 2000 Taylor received from a committee of established academicians a proffered Nobel Memorial Prize nomination in Economics, conditional upon his prior publication of an "enabling disclosure" pertaining to the hitherto unexploited Exogenous Input (*Gravitational Fluctuations*) which is appended in the essay *The Taylor Effect*. Taylor will publish his essay as an "enabling disclosure" in the embodiment of his novel, *Paradigm*.

In *Paradigm*, he reveals what will become known as:

Taylor's Law

The financial market's expansion and contraction is qualitatively in direct correlation to the increases and decreases in gravitational fluctuations experienced at the human level.

The increases in market price are in direct response to decreases in gravitational forces; the decreases in market price are in direct response to the increases in gravitational forces.

At present, Robert D. Taylor is a research scientist and the CEO of Trend Corporation, Inc; He is a successful businessman and financially secure by applying his own discoveries to his trading advantage. His research focus in the field of econo-physics has been vital to the development of his economic modeling software **Xyber9**. Taylor's program Xyber9 is used for technical dissemination in forecasting financial market conditions.

Taylor continues to collaborate with prominent scientists and scholars on original projects and theories pertaining to economic time series exploration. He has also consulted with university engineers, brokerage firms, as well as independent off-shore stock funds in the field of economic time series forecasting.

Taylor lives with his wife in the Atlanta, Georgia area.



Q & A

Your novel has both fiction and reality. Is the discovery real?

Yes, the discovery is real. The story is based on my experiences, but more fun.

The ancient Egyptian box may be fictional, but the discovery is real. The stock market is predictable.

Data rich empirical evidence supports the validity of *The Taylor Effect*. Gravitational fluctuations do cause masses of humans to feel simultaneously bullish or bearish about the stock market.

What about the random walk theory? Isn't it common knowledge that you can't predict the stock market?

The random walk theory was a "theory". *The Taylor Effect* is fact. Markets are predictable.

The key word here is "theory." I produced empirical evidence which correlates the stock market with gravitational fluctuations. Market predictions are no longer a theory. The market's future was hard to forecast before my discovery. Now it's predictable.

Why do gravitational fluctuations cause market changes?

In *Paradigm* I compare high gravity effects to a "chicken cooking in a pressure cooker."

I addressed this question by suggesting a response to high gravitational conditions as similar to "a chicken cooking in a pressure cooker."

For now, all I am presenting in my essay and book *Paradigm* is a simple message:

"The financial market's expansion and contraction is qualitatively in direct correlation to the increases and decreases in gravitational fluctuations experienced at the human level."

"The increases in market price are in direct response to decreases in gravitational forces; the decreases in market price are in direct response to the increases in gravitational forces."

Does gravity affect anything other than financial markets?

I believe so. However, my primary focus for 8 years has been on financial markets.

I did some preliminary analysis in a geophysics study concerning geyser frequencies and found these frequencies to correlate with gravitational fluctuations.

Other areas I researched included: criminal behavior; live births; automobile accidents; administration of cancer drugs; individual physical performance; and, retail sales performance. I compared these statistics to gravitational fluctuations and in every case the studies showed correlation and good utility.

Is your discovery a leading indicator?

Yes. *The Taylor Effect* is the only leading indicator that forecasts stock market trends.

Other indicators are "lagging" indicators because they rely on statistical analysis of historical data to predict future events.

How far ahead can you predict?

Decades. NOAA produces tidal undulation predictions far into the future and past.

In *Paradigm*, I give the reader a yearly direction for the stock market to the year 2020. In actuality I can produce accurate predictions up to 100 years in advance. Monthly forecasts can be predicted for the same time periods as yearly forecasts. But weekly forecasts are different. Reports, politics and news announcements create additional shocks to weekly market trends. Consequently, I make weekly forecasts four times a month. It allows our Xyber9 program to accommodate for noise and adapt to changing market conditions.

Will the *Paradigm* novel help me profit from your discovery?

Yes. This exciting mystery teaches you the basics and how to use the discovery.

Paradigm makes it easy to understand the science behind my discovery. Readers share the excitement with the story's characters - Alex and Nicholas - as they work their way through understanding, developing and trading my discovery.

How can we take advantage of *The Taylor Effect*?

Read the book *Paradigm* and visit our website at www.paradigmbook.com.

Simply read the book *Paradigm*, and you'll have a general understanding of why and how *The Taylor Effect* works. At the back of the book is an Essay and Technical Appendix. They explain in detailed scientific language exactly how the discovery works.

Does *The Taylor Effect* displace economics as we know it today?

No, it gives economists a better tool to help them complete their picture.

Until *The Taylor Effect*, no one knew for sure which way, and for how long, the market would move. Now we have the ability to know the direction and duration of the market in advance.

Your discovery could be considered invaluable. Why are you giving it away?

I would like to win the *Nobel Prize*; to do so, others need to understand my discovery.

I was nominated for the *Nobel Prize in Economics* in 2000. World renowned scholars say it's a breakthrough worthy of the prize which I would like to win. For this to happen, others must know and understand my discovery.

What got you interested in all of this?

It was a paper by J. M. Hurst about unknown drivers that might influence market cycles.

In 1987 I read a paper written by J. M. Hurst, a retired aerospace physicist. He spent some 20,000 hours analyzing economic time-series using tools from his career in research and development. Hurst theorized the existence of an unknown exogenous or external factor that was actually driving market cycles. He called it "X motivation." Hurst said, ". . . we must admit the possibility that something causes millions of investors operating from widely differing locations, making countless buy and sell decisions, at varying points in time, to behave more or less alike -- and to do so consistently and persistently! How can this be?" He went on, "The answer to this is not known, although reasonable theories can be formulated. If such an exogenous driver can influence *some physical and mental functions, might they not influence others -- perhaps* causing masses of humans to feel simultaneously bullish or bearish in the market, for example?" Hurst's "X motivation" is what I now know today to be gravity. As Einstein noted, "gravity and electromagnetic radiation are the two major forces known in the universe."

Is this book about you, Robert Taylor?

Yes. The story is fiction, but the science is a true story about my discovery.

Every thought process and action Nicholas and Alex went through while producing the software programs and trading theories were processes I experienced.

I visited many of the places they visit and went through the same experiences they did. Although, I have to admit, Nicholas and Alex are younger, taller and probably a lot more fun to visit with.

