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BASIL HERO

Basil Hero is an award-winning former investigative reporter with NBC News television stations. From childhood, and throughout his career as a media entrepreneur, Basil has maintained a lifetime fascination with space exploration and the men who went to the Moon.

Global, C-level digital executive with extensive new business development and marketing communications expertise in both entrepreneurial and nonprofit institutions. Pioneering use of the Internet, digital marketing platforms, and social media, has been cited frequently in *The New York Times* and other national publications.

Built brands, created innovative global marketing/communications strategies, and developed new revenue streams for established companies, and for non-profit organizations, as well as broadcasters, including PBS, CBS, NBC, ABC, and the major film studios. Long and successful track record in fundraising in both the private and non-profit sectors.

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The
**MISSION
OF A
LIFETIME**



**LESSONS FROM THE MEN
WHO WENT TO THE MOON**

BASIL HERO

The Mission Of A Lifetime

Lessons from the Men Who Went to the Moon.
by [Basil Hero](#)

Award-winning former investigative reporter Basil Hero chronicles the life lessons humanity can learn from the twelve remaining Apollo astronauts who went to the Moon.

In rare in-depth interviews, the twelve remaining lunar explorers, for the first time, talk at length about the real right stuff; the true source of courage, leadership, and the quiet patriotism that it took to risk their lives going to the moon. Hero begins each chapter with key life lessons that readers can gain from these honorable men whom he calls the Eagles. He describes how they mastered their emotions and learned to conquer their fears through techniques that can be used from the classroom to the boardroom.

More importantly their voyages to the Moon led them to the most incredible discovery of all: our home planet and its precious place in the universe. They fear for Earth's future and offer sensible solutions to its mounting crises and the path to future space exploration.

In *The Mission Of A Lifetime*, the Eagles share their wisdom and urge us to reframe our view of Earth to theirs: no identifiable nations, borders, or races; just Earthlings working together as a collective civilization.