

ALCHEMY OF VIRTUES

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God Bless *America.*

A Virtological Analysis of
Structural Americanism

EDUARDO CASAROTTO

How does a model of success become a measure of human
worth?

FINAL PORTUGUESE MANUSCRIPT / ENGLISH SAMPLE CHAPTERS

01 / THE CENTRAL CONTRIBUTION

When success *becomes identity.*

Who taught us what a successful life should look like?

From the school reunion to the workday that never ends, Casarotto follows the cultural forces that turn recognition into a measure of human worth.

He proposes **structural Americanism** as a framework for examining how American-centered ideals of success become standards of worth, reinforced across borders by institutions, media and everyday habits of recognition.

THE SPECIFIC CONTRIBUTION

Earlier accounts of hegemony and cultural imperialism already examine how power shapes consent, habits and desire. Casarotto's proposed synthesis connects that tradition with Virtology: how cultural standards become personal measures of worth, and how the search for recognition helps reproduce them.

HOW THE PATTERN REPRODUCES ITSELF

A model of success establishes which lives deserve admiration. Institutions and media repeat its standards. Recognition becomes tied to the person we feel we must become. The familiar model persists, even when living by it becomes exhausting.

American traditions of dissent, solidarity and care are integral to the book's account of how inherited patterns can be challenged. This presentation summarizes the author's argument.

02 / THE INTELLECTUAL CONTEXT

Recognizing *the structure.*

Some forms of power become harder to see as they become familiar.

1903**W. E. B. Du Bois**

The color line, institutions and lived experience.

1949**Simone de Beauvoir**

Gender roles and the social formation of women's position.

1967**Carmichael and Hamilton**

Institutional racism beyond individual prejudice.

1978**Edward Said**

Representation and cultural domination.

2026**Eduardo Casarotto**

A proposed synthesis of cultural power, status and personality formation.

Selected landmarks discussed in Chapter I, not the origins of these problems or a sequence of equivalent discoveries. Gramsci, Fanon, Schiller, Bourdieu and Wacquant also inform the chapter's conversation with earlier work.

03 / INSIDE THE BOOK

One framework. *Many scales of life.*

Across 34 chapters, Casarotto connects the formation of personality with the global circulation of cultural power.

- | | |
|-----------|---|
| I-VI | The foundations
Structural Americanism, pride, inferiority and the historical development of American power. |
| VII-XII | The everyday architecture
Family life, high school, the prom, school reunions, suburban life and military reverence. |
| XIII-XIX | Desire, performance and the feed
Soft power, entertainment, hustle culture, Silicon Valley and algorithmic reinforcement. |
| XX-XXV | Dominance and its consequences
Popular mythology, political leadership, violence, incarceration and war. |
| XXVI-XXIX | Dissent and the global mirror
Countercurrents, collective identity, the American Dream and comparisons with other cultures. |
| XXX-XXXIV | Paths toward transformation
Virtology, institutional humanization, faith, solidarity and changing inherited patterns. |

Editorial reading map of the existing chapters. The manuscript also includes a glossary, twelve practical exercises and bibliographic material.

04 / THE PSYCHOLOGICAL DIMENSION

The need *to matter.*

Virtology connects cultural standards with the person who learns to live by them.

Virtology is Casarotto's framework for personality and human development. Its technical use of Pride refers to the need for importance, acceptance and approval.

01 A standard is learned

A cultural model identifies which achievements deserve recognition.

02 Recognition becomes personal

Repeated rewards help turn a social standard into a measure of the self.

03 The pattern can be examined

The book asks how personal capacities and institutional environments can support different responses.

At the school reunion in Chapter X, a profession becomes a claim to status. Virtology asks how the response of former classmates becomes a judgment of personal worth.

The framework and its mechanisms are presented as the author's approach for critical and editorial evaluation.

05 / THE AUTHOR BEHIND THE ARGUMENT

Eduardo Casarotto

Independent thought. Experience in the field.



Eduardo Casarotto is an independent researcher, educator, author and postgraduate course coordinator with more than 25 years of work in human development, mental health and humanization.

He developed Virtology and Humanization 2.0, two connected frameworks that bring research and professional education into practical work with people and institutions. He founded Instituto Virtudes and Instituto Humanar.

His work in defense of human dignity has reached hundreds of prisons in Brazil and abroad. He has provided free training to thousands of therapists, participates in data intelligence committees and works nationally to promote the mental health of correctional officers.

His distinctions include an honorary doctorate (honoris causa) from Academia Mundial de Letras and the rank of Comendador in the Ordem Internacional dos Cavaleiros da Língua Portuguesa.

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06 / EXPERIENCE IN THE FIELD

Human dignity *in everyday institutions.*

The practical context behind the book's structural questions.



PRISONS

O Novo Eu

The Institute's work with people in custody connects personal development with routines, relationships and institutional life.

Instituto Virtudes brings together education, data analysis and research grounded in Virtology and Humanization 2.0. Its activities include schools, people in custody and people leaving prison, alongside mental health initiatives and work addressing violence against women.

Instituto Virtudes / Institutional information and documentary photographs.



HEALTHCARE

Institutional dialogue

A visit to Instituto de Câncer Dr. Arnaldo forms part of the Institute's dialogue on Virtology and humanization.

07 / THE EDITORIAL OPPORTUNITY

A global argument. *A familiar experience.*

For readers who recognize the pressure to achieve, perform and prove their worth.

The book connects cultural criticism with the psychology of everyday life. A school reunion, a suburban street or a social media feed gives the reader a concrete way into the larger question: how do standards of success become standards of the self?

A BRAZILIAN VANTAGE POINT

Readers in the United States can examine familiar institutions through an outside perspective. Readers elsewhere can investigate the models of ambition and belonging they have inherited, adapted or resisted.

THE CONVERSATION IT ENTERS

Status and recognition

Readers drawn to Alain de Botton's *Status Anxiety*.

Power and digital life

Readers drawn to Byung-Chul Han's *Psychopolitics*.

Achievement and human worth

Readers drawn to Michael J. Sandel's *The Tyranny of Merit*.

These are thematic reading connections, not endorsements or sales projections.

08 / FOR PUBLISHERS AND LITERARY AGENTS

Explore the *publishing opportunity.*

A complete Portuguese manuscript, with English materials for editorial evaluation.

Original title	Deus Abençoe a América
Subtitle	Uma análise virtológica do americanismo estrutural
Author	Eduardo Casarotto
Category	Cultural criticism / Social philosophy
Length	Approx. 79,000 Portuguese words, including front and back matter
Structure	34 chapters, glossary, 12 exercises and bibliographies
Portuguese edition	Editora Virtudes, 2026 · ISBN 978-65-977193-7-2

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A detailed proposal and two complete English sample chapters are available for evaluation. Please contact the regional directors for materials and publication discussions.