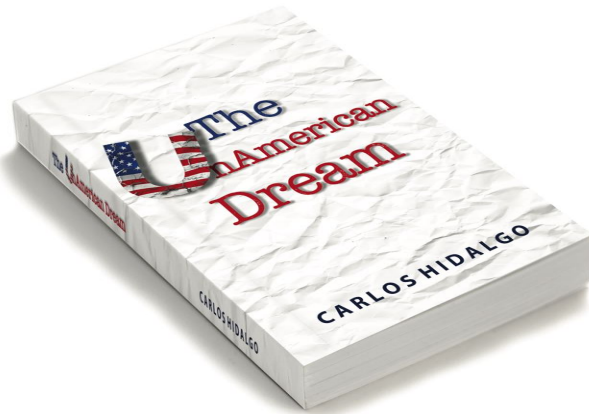


The UnAmerican Dream



In an effort to obtain The American Dream, many entrepreneurs and professionals have spent incredible time and effort in pursuit of business success and fulfillment only to find that despite achieving it, they still feel unfulfilled, happiness to be elusive and damaged relationships in their wake.

Through authentic and vulnerable writing often not found in most business books, Hidalgo discusses reaching the peak of his career, yet realizing that something had to change. Hidalgo gives an honest take on the costs that are paid by many to achieve business success and asks the question, "is it really worth it?"

The UnAmerican Dream is an invitation to shed the hustle culture, cultivate that which is life-giving and find both personal and professional success.

Learn more: TheUnAmericanDream.com

Book Information

Title:	The UnAmerican Dream
Author:	Carlos Hidalgo
Retail Price:	\$14.95
Genre:	Business, Leadership, Self-Help
ISBN:	978-1-937-985-57-8
Format:	Paperback & ebook
Published:	June 2019
Pages:	176

Testimonials

"The UnAmerican Dream helped me discover that the person I am neglecting the most in all this hustle is the person I should take better care of... myself."

- Dave Lewis
Founder & CEO -
DemandGen International

"Most of these types of books are unrealistic and come from an ivory tower... this book comes from the heart."

- Craig Rosenberg
Co-Founder - Topo

"The UnAmerican Dream comes at a time when our culture of consumerism is beginning to give way to the values of community, sustainability, and minimalism."

- Valerie Allen
MEd, LPCC, Mental Health
Therapist and Couple
Counselor

The UnAmerican Dream



Carlos Hidalgo

Carlos Hidalgo is a 25-year business veteran. Over the span of the last twenty-five years, Hidalgo has held corporate roles, started his own entrepreneurial ventures and served in two non-profits.

After leading his first agency to two consecutive Inc 5000 awards, Hidalgo made the decision to leave and start his second company VisumCx, which works with clients from the Fortune 50 to start-ups on developing and implementing customer experience strategies.

In addition to his various roles and business pursuits, Hidalgo is the author of *Driving Demand*, one of the

Top 5 Marketing Books of all time according to Book Authority which was published in 2015. Hidalgo also serves as a managing partner in a health care platform start-up and serves on the board on a tech start-up. Additionally, he has followed his wife's lead in volunteering for Beauty For Ashes Uganda, an organization dedicated to the long-term sustainability and empowerment for single moms and widows in Uganda.

Carlos and his wife Susanne have four grown children and have lived in Colorado Springs, CO since 2010.

Media Inquiries

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Susanne Hidalgo

Susanne Justice-Hidalgo is co-founder and CFO/COO of VisumCx, a firm that works with clients from the Fortune 50 to start-ups on developing and implementing customer experience. In her role, Hidalgo manages all finance and operations and also plays a pivotal role in the research for all clients. Prior to VisumCx, Justice-Hidalgo spent eight years in education as a front office administrator, teacher and has worked on a variety of school committees.

In addition to her role at VisumCx, Justice-Hidalgo is heavily involved with the non-profit Beauty for Ashes Uganda, who is dedicated to the long-term sustainability

and healing for single moms and widows in Uganda. In her role with the organization, Justice-Hidalgo wears many hats including involvement with donor communications, finances and coordinating teams on the three trips a year to Uganda.

Susanne and her husband Carlos have four grown children and have lived in Colorado Springs, CO since 2010.

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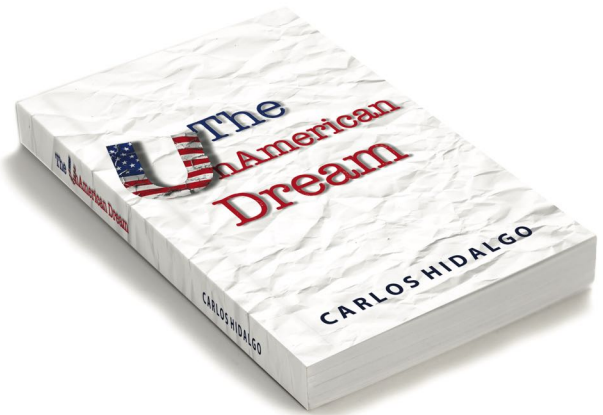
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The UnAmerican Dream



Discussion Questions

- Why did you decide to write *The UnAmerican Dream*?
- Who is this book for?
- In the book, you discuss the idea of “skipping to the end.” What do you mean by that?
- What was the hardest chapter to write?
- You discuss, quite honestly, the toll on your family. What would you tell another family in the same situation?
- How do we as a society stop perpetuating the myth of “hustle porn”?
- One theme that runs throughout the book is the tendency we have to ascribe our value and purpose to external entities: career, children, etc. How did you find your true purpose or “note” as it’s described in the book?
- What steps can entrepreneurs (and non-entrepreneurs!) take to regain balance in their lives?
- What advice would you give to someone at a personal and professional crossroads?

Learn more: TheUnAmericanDream.com

Synopsis

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