

Archetype Discoveries Worldwide



THE REPTILIAN ALWAYS WINS

ADW NEWS!

Issue number 100

1.1

LATINA WOMAN

We are going to conduct a syndicated discovery on the Latina Woman in the U.S.A. starting in December 2009 in Florida with more imprinting sessions in California in January 2010.

1.2

THE FUTURE OF LUXURY

The Future of Luxury Syndicated Discovery will start in January 2010. Acura, L'Oreal and Richemont have shown serious interest.

1.3

KOREA IS RISING.

We are planning to discover the code for the Korean Culture in 2010.

1.4

ISTANBUL

We now have a new representative in Istanbul. For more information, please contact Mustafa Kelekci at mustafa.kelekci@doraresearch.com

For further information, please contact Missy de Bellis at mdebells28@gmail.com

*“Plus ça change,
Plus c'est pareil”*

Editorial

"What's UP today"

"What's UP today", asked the first chimp who saw the Cro-Magnon man walking on his two feet and showing off his genitals to the jungle for the first time

We spoke about "Trading UP" before the last crisis and now people speak about "Wising UP". All the nations of the world are competing for the tallest building of the world, are measuring UP their performances and sex in the city girls are joking about all the guys who can't get it UP without Viagra or the latest UP medication.

UP is life. From ancient times we are programmed to go UP- from the Icarus complex to walking on the moon. UP is our obsession. It is not just about going UPstairs. It is about going UP the social ladder, moving to the right country club, getting the right job, being accepted into the best university and club. We are not doing anything differently from the snake that wanted to walk or the lizard that wanted to fly. We are just moving up. The young girl who wants to marry money or the young boy who wants to become president - all of them want to move UP.

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GET UP, YOUNG MAN

The fittest becomes the one who can go the highest. Soon we realize that this is the name of the game, this is what life is all about, " UP ".

Without emotion, there is no learning. If a culture is a survival kit inherited at birth, we need an emotional experience to imprint the mental highway that will become the "reference system " in our brain. Unconsciously, we will activate these brain connections each time we need them. The cultural code is what activates this system and resonates with our imprinted emotions.

The purpose of this system is Survival and Reproduction i.e. to help the reptilian brain fulfill its mission.

The reptilian brain is forth and foremost the most important, primordial and fundamental part of our brain. We are born with it and no survival or reproduction of our genes can exist without it. This is the strongest program that determines our life.

Even if we believe, as Darwin, in the evolution of the species, we still have 97 percent of the chimp genes.

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THE CULTURAL UP CODE (continued)

It is fascinating to consider phylogenesis (evolution of the species) and ontogenesis (evolution of one individual from embryo to walking alone). In both cases the program is "UP". We are programmed by the reptilian brain to go "UP". Instinctively mothers want their children to get up and walk. Fathers want their children to be tall and climb the social ladders available to them. From Mont Everest to the Moon and soon Mars, mankind wants to go "UP".

The fittest becomes the one who can go the highest. Soon we realize that this is the name of the game, this is what life is all about, "UP". The culture becomes the survival kit transmitted from one generation to another, i.e. how to go up.

Consequently we would like to offer the 7 Laws of "UP" for a culture. (The cultural UP code)

1st Law. A culture must show the way. Myths, Heroes and Symbols are supposed to always tell you "go up young man".

2nd Law. A culture must provide codified ways to go "UP". You need to know the rules and they should be respected.

3rd Law. The reward system should be clearly established with no confusion and precisely defined: a Count is responsible for a County, a Prince for a principality. A one star general has less power than a four star general, and a Bishop less power than a Cardinal.

4th Law. Opportunities must be given to anyone to climb the social ladder and to go "UP" i.e. to become Count, General or Cardinal.

5th Law. Open cultures have more of a chance to survive than closed cultures, being able to use all resources and talents available.

6th Law. Hybrids survive better than pure races. Racist cultures have less of a chance to survive.

7th Law. The culture must give you a new identity when you go UP. This gives to your genes a better chance to survive. Hierarchy and privilege are necessary for people to want to go UP as well as hope and positive attitudes reinforced by success stories, heroes and Myths.



The cultural UP code

WHAT'S UP AND WHAT'S DOWN

BRIC: are up (Brazil, Russia, India, China).

PIGS: are down (Portugal, Ireland, Greece and Spain)

The Swiss lost it. They lost their Code (Independence and Neutrality).

Never accept to be invited by the Swiss. It is a trick.

Never believe what they say (they abdicate under pressure - see Bank secrecy).

Never think a Swiss company is safe. Swiss Airway went bankrupt and disappeared.

What else is UP – Korea, Vietnam and Columbia.

The best of City States – Hong Kong and Singapore.

The Worst of City States – Dubai

Note: The Code for City States is available: Hong Kong, Singapore, Macau, Dubai ■



THE CITY CODE

Each city has a code

Would you prefer a place where you could see naked people on a beach, or Fat people eating pizzas? RIO won.

Each city has a code, the one perceived by its constituents and the one for the rest of the world. There are always tensions, and you love a city not because, but despite.

I love Paris despite the fact that people are rude and always on strike. I love Rio despite the fact that my clients always pick me up in armored vehicles and never want me to go to some parts of the city. Somewhere, at an unconscious level, even being aware of the negative, we still love this city... Despite....

Each city has a gender

Rio is feminine, (the girl from Ipanema). Chicago is masculine (Al Capone, gangsters, prohibition). These may be clichés and stereotypes, but they resonate with a deeper truth - the unconscious city Code

Each city is a Brand

A city name is a Brand. The French have always used it. Camembert and Bordeaux are city names. Very few cities, however have a Branding strategy. They have what I call passive branding; they let other people brand them. This is what happened to New York for a while until Giuliani decided to change it and made New York safer than Paris. Now everybody remembers the campaign " I love New York".

Dubai is a fantastic example. It is the result of the work of a fantastic brand manager, El Makthoum, it's ruler.

Each city is a state. (Or could become one)

When we discovered the code of the City States (Hong Kong, Singapore, Dubai,) it became evident that water was the Number1 element of a City State.

Free port means free movement of ideas (Innovation) and of goods (trade). These cities are Hubs and inhabited by " Hubbers ". Each one is on the water, has a fantastic state of the art, modern airport. They have the best airlines (Singapore airline, Cathay Pacific and Emirate). They also have very low or no taxes, the best communication technology, and a very highly educated population. This is the model of success that the venetians understood many centuries ago.

These cities are also Cultural Hubs; they are in between cultures. Venice was between orient and occident. Hong Kong in between China and England - and a little bit of both.

Their strategic position used to be strategic from a military point of view, but now it is cultural. Most business school in Europe or the US want to be connected with Honk Kong, Singapore, or Dubai. This is where the cultures of the world meet and where they are creating the future Global Code. These Hubbers are the pioneers of the next new world. They are the ones making dust in the distance and not even looking back to the old world that is eating dust. We have a lot to learn from these cities. It is fascinating to watch this model transform some old cities and inspire their leaders, (Rio, Quebec city) while some other cities are losing it completely and going down the tube (Detroit).

If you are reading this article, there is a good chance that you are a Hubber, or a future Hubber. Look at where you spend most of your time and how many homes, credit cars and frequent flyer programs you belong to. How many languages do you speak? In how many countries are you doing business? If you have 3 platinum cards you are a " Platinum Gypsy" - going from one Hub to another. Look at the cities where worked in the past 24 months and you will see the cities in decline and the one in progression. Venice is out – it is now just a museum polluted by ignorant tourists. London is on the decline (HSBC just moved its headquarters to Hong Kong), and all the Swiss money is now going to Hong Kong and Singapore.

The Chinese Government will never let the Americans do to Hong Kong what they did to Zurich.

By the way the Swiss lost their image and can no longer be trusted. (Whatever they say, they might change their mind. You might even be invited to be arrested). ■



WHAT IS THE FUTURE OF LUXURY ?

THIS IS THE END OF BLING BLING AND THE RETURN OF ZEN LUXURY.

A crisis is the best time to create Loyalty.

It is also the best time for the return of Cultural Archetypes and the essence of simple elegance, true style and real sophistication. This is the end of Bling Bling and the return of Zen Luxury.

Luxury is not dead, it is going through a purge, an elimination of the non-essential, a re connection with the deep unconscious secret code of Luxury. Something that the Parisian woman had as Second Nature (Coco Chanel) but that the Chinese woman already had 2000 years ago when Paris was occupied by the Romans.

Luxury has been hijacking by mass merchants and has lost it's fundamental function. This is the revenge of Ideal Luxury, refusing concessions to mediocrity.

Mozart, Charles Ames, Lenotre and Coco Chanel, created classics that transcend time. Luxury cannot be dated, because it is never trendy. It is the quintessential quest for the true essence of style, transforming life into art, and vulgarity of everyday life into pure astonishing beauty.



WHAT IS THE FUTURE OF LUXURY ?

It has nothing to do with money or power, but everything to do with talent and creation as the ultimate form of transcending the barbaric nature of common life.

You may not be convinced as Oscar Wilde was when he stated that Nature tries to copy art, but you will truly believe this when you see a magnificent sunset desperating trying to be as beautiful as a Turner Masterpiece.

Where is the future of Luxury at a time when the globalization of the world makes everything available everywhere, and the copies are sometimes better than the originals? Where are we going to find the Next Luxury, the inspirational force to keep moving UP (see the UP code).

Each culture has to find its own talent, and to be proud of it. Wyoming luxury is not Parisian luxury; Korean luxury is not Beijing luxury. But the world needs the unique contribution of each of these cultures to create the next level of inspirational luxury as an archetypal quest for excellence.

The crisis has eliminated all the dead branches, and now the vital tree can grow again.

Luxury is dead, long live Luxury. ■



UP and THE THREE BRAINS (continued)

The reptilian program is clear, the 3 Fs. Fight, Flee, F....., they all require UP.

The Limbic is emotional and is always full of contradictions. These are the tensions of life. Why should I go to school? Can I just stay in my bed and play all day? Why do I have to go to work? I hate aristocrats (Bonaparte and the guillotine) but I love aristocrats (Napoleon re-created his own nobility). If I just give up I will be happier, (low expectations) but I want more (envy, frustration, aggression).

Finally the cortex tells us what makes sense. We should stop wanting more to protect the environment; consume less and produce less (remember the club of Rome with the Zero growth project?). We should lower our expectations to be happier but this is cortex and we know that the reptilian always wins, not the cortex.

Long term does not induce motivation, you cannot train a horse with feed back delivered 2 years later. The Catholic Church used eternal life (after life reward) as an alibi to remain poor, and to accept one's present condition.

To keep people from wanting to change or to improve their lives, and from wanting to go up, you have to put the reptilian to sleep, with drugs and religion (the opium of the people as said by Karl Marx).

Cultures that do not accept any excuses for not succeeding to move UP increase frustration, personal responsibility and depression. In the US where you find so many self-help books (unlimited power, Anthony Robbins) you have the biggest market for drugs of all sorts (the Prozac Nation) and of people looking for comfort food (the fast food Nation -with 50 per cent of the population obese and 75% over weight). These are 2 ways of checking out of the "Rat Race", i.e. more, more, more, faster, bigger, UP, UP, UP.

The bigger the dream, the bigger the possible deception. The French culture always speaks of "little", un petit cafe, une petite maison, une petite femme ou un petit mari, garder son rang, ne pas peter plus haut que son cul et pour vivre heureux vivons cache. Le but de la culture etant l' Art du plaisir. l'Art de vivre, l'Art culinaire etc... but there is no room without a revolution to move UP.

You have to kill the Nobles (ancien regime) to create the new ones (noblesse d'empire).

Some cultures have institutionalized a caste system (India). Some have destroyed the past and create a Tabula Rasa for moving UP (cultural revolution in China destroying the past and creating the new Americans, i.e. it is good to be rich).

Some have created a culture of acceptance of suffering (auantar in Mexico, being proud of how much you can take) or poetic nostalgia of unhappiness drawn in alcohol (vodka in Russia).



The Darwin Pavlov Index could be summarized as followed:

1- Cortex Index. Disconnected with the present reality and with the reptilian. Eat less, produce less, long term sustainability, protect the environment. It goes with, no more wars, and is part of the same unreality that says that everybody should be beautiful, the weather should always be nice and we should live forever.

2- Engineer Index: numbers, GDP, life expectancy, carbon footprint.

3- Money. How much money do I make? Poverty index.

4-Limbic index. How do I feel? If I am drunk, I might feel good, for a while. Are you happy? Sometimes. The Limbic system is the world of contradictions and tensions, where perception is reality and things keep changing all the time. The Swiss are happy ...and boring. The Italians are not reliable, but fun to be with. The limbic index is like trying to understand and predict women. Good luck!!! These indexes are amusing but useless.

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UP and THE THREE BRAINS (continued)

The Darwin Pavlov Index could be summarized as followed:

5-The reptilian index. Here we cannot argue; life expectancy, health, this is survival. Demography, how many children do you have and how many live passed the age of 5; this is survival of the species, population growth or decline. Why do Russia and Japan have no future? Because their population is shrinking. Why will the U.S. survive? Because their population is growing. Here we measure survival and reproduction, not feelings or long-term expectations.

How can we combine the three levels?

The reptilian level is easy and crucial, the only real indicator of life and movement. It gives you the priorities. (You need to be alive to go to the Opera).

The limbic is important in how it is going to influence the reptilian. This is the power of the culture code. Here it is important to remember that we cannot believe what people say, because they have no idea of **WHY** they do what they do. The unconscious structures that have been imprinted at an early age pre-determines how people are going to function and feel about it. In the US, the code for time is **NOW**.

I want to be rich and famous NOW at any cost, then burn and destroy myself, go to Rehab (the code for celebrities in the US) and then I can either die (Michael Jackson) or come back (Britney Spears).

In France teachers will tell you that you have no future. You should just become a civil servant (a bureaucrat, fonctionnaire), have the nanny state take care of you and pretend you are working (a best selling book title is, How to pretend you are Working and not doing anything). This goes with the unconscious structure of the aristocrats, Le rouge et Le noir and les Rentiers. The French laws that make it illegal to work more than 35 hours a week, or to work on Sundays, etc.

In the US you are what you do and not working means you are dead.

The cortex gives you the alibi to do what you want to do any way. The Eco terrorists are just terrorists with the alibi that they want to protect the environment. It is a "justification" for killing people. But it does not make it just. Science is used as an alibi and we know that the purpose of science is to increase anxiety and confusion. This is why it is used by politicians-to manipulate the masses.

Al Gore made billions of dollars investing in companies that take advantage of his "green agenda". Is his motivation to save the planet or to make billions?

We know the code for politicians is, "to do anything to get the power, and then to do anything to keep the power."

Hillary saying during her fight against Obama, "SHAME ON YOU OBAMA" and then becoming secretary of state serving Obama is one example and Hugo Chavez is another good example.

Are politicians into saving the planet? Only if it is going to help them be re-elected (their survival) and make billions. (After political life, see Clinton or Kissinger)

MAKING IT POSSIBLE

What are the chances for a Talit (lower caste in India) to become a Brahman? For a black man to become president of The United States, for a Korean to succeed in Japan or for women to have equal rights in Saudi Arabia? Each culture gives you an unconscious map of what is possible and what is not possible. It is then your choice to accept it, refuse it, or leave (if you can). ■



EACH CULTURE UP CODE HAS SEVERAL LEVELS.

We can consider the everyday rules and regulations that pre-condition our perception of possible UPward mobility. Dress codes, manners, and ways of speaking are indicators of who you are and what you can become. (Do not dress for the job you have, dress for the job you want to have).

The Reptilian is imperative, quantitative.

Food and children, which means importance of family where the mother feeds you and the father protects you.

After the family or direct gene connection, comes the alliance, tribes, clans, marriage, or extended connections to assure more chances for survival.

The strongest get the females and spread their genes, which is good for the group because they are the strongest genes. (Droit de cuissage)

Then the strongest want to assure their place in a position of accepted power. Here we have the need to keep others in their place in order to maintain a superior position. If the group does not offer an accepted way to move UP, then you have to kill the leader-father (Oedipus complex, revolutions, assassinations) to take his place and his territory. The religious level is the deepest and most difficult to change. "God " being the ultimate legitimacy, and eternal life, the ultimate reward.

Then we have the rulers, who usually claim that they received their legitimacy from God. (Ayatollahs, French kings, the Pope, etc...)

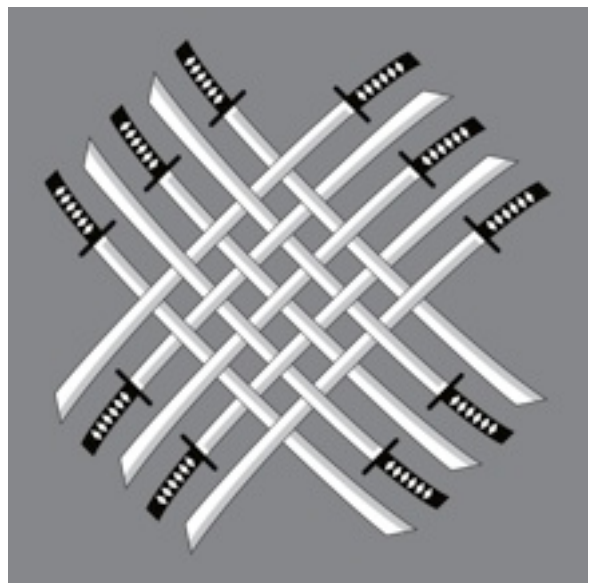
Then the Laws, what is legal or not? Can you buy a title? The Rothschild's bought the title of Baron in the 19th century. Can you make money with money (usury is illegal for the Muslims)? Can you immigrate (15 million illegal immigrants in the US)?

Education is a double edge sword. Muslim education in the Madras does not open people's minds, it just brain washes people into fanatic machines. The Jesuits were excommunicated because they wanted to open people's minds. Are you allowed to have different ideas? Can you teach evolution? Can you read a bible in Saudi Arabia? If the purpose of education is to close minds, then it goes against the UPward mobility. If the Taliban don't want girls to go to school, it means they don't want to open their minds. We have religious education and military education, which usually do not accept challenges and questions.

Finally we can consider the everyday rules and regulations that pre-condition our perception of possible UPward mobility. Dress codes, manners, and ways of speaking are indicators of who you are and what you can become. (Do not dress for the job you have, dress for the job you want to have).

This is also true of where you go and where you can go. Girls in the U.S. who want to Marry UP, learn to go to Polo Matches, to country clubs, or to Sotheby's expositions -not to MacDonald's. Dress well and go to look at Ferraris' pretending you want to buy one. Then have a drink at the bar of a five star hotel and pretend you are waiting for a friend. Cultures where a woman cannot do that send a clear message that women are not free to move UP.

Because of Biology, the ability for a woman to move UP on her own is a clear indication of the Up Code. Madame Poisson (French for fish) knew that if she could be presented to the king (Louis the XV) she would have a chance of moving up. She became his mistress and the Marquise de Pompadour. But she was not only beautiful; she was also intelligent and played a key role in the kingdom -encouraging artists and wise decisions. She even remained the king's advisor after he stopped sleeping with her and had another favorite (la du Barry). To stay in your new UP position requires more than just beauty! ■



The reptilian need for moving UP is the energy of life (Libido).

We can restrain or imprison people but they will always try to escape. This energy is like steam pressure or (pression). Life is this urge to move, go out (of the womb) and get up, up and up.

A culture is an answer to this urge, a way to transmit solutions from one generation to another. How to make fire, hunt, build a shelter, feed your children, etc. Little by little, in order to make sure that these "solutions" are respected, the one in power starts making rules. Let's invent a story in order to make it a neutral example.

Let's suppose that during medieval times, in the desert, a tribal leader decided to cross the desert to go attack another tribe that lived several weeks away. The warriors get ready, prepare their weapons and collect some food. This tribe was very fond of Marsupials (a little animal, very tasty). After several days of walking under the sun, the leader realized that some of his warriors were sick. He studied the situation and found out that they were all eating meat that was old. The tribe at that time had no practice of how to preserve meat (like salt, etc...). The leader, who wanted his warriors to be in good shape to fight the enemy, decided that it was forbidden to eat Marsupial meat. Some warriors disobeyed. The leader then decided to make it a law, and the ones caught not respecting the law were punished. Then the leader (who had eaten too much of this meat) died. His son took over and decided that in memory of his father who was a great leader, all marsupial meat would be taboo. After the battle the son died and the grandson took over and decided that his grandfather was a saint. Actually he was so great that he was God, so "God" told us that Marsupial meat is bad and it is God's law never to eat Marsupial meat or you will be definitively ostracized and will burn in hell forever.

Today the descendants of this tribe still live in the desert and are dying of malnutrition - even though they are surrounded by Marsupials. Today technology allows them to preserve the meat and to make it safe for consumption but the Law of "God" is immutable.

The point is, that at a certain time, a good solution for survival might be crystallized into a rigid Law that is disconnected with today's reality. If the culture does not allow one to question the Law, the old solution might become a Mobility Killer, and bring a culture to its end.

Cultures that will survive are alive. They keep moving and changing. They keep improving and helping people to move UP. They also keep creating and inventing new solutions.

If we believe that Humans as we know them is the end of evolution, we are missing the point. We are such a small dot in a billion years of evolution. Even worse, if we believe that our current solutions and our present cultures are the end of the evolution of Culture, we do not see that life is movement and that permanent change is what does not change. Understanding this perspective makes it clear that any program that tries to stop evolution has no future (like zero growth), but we can direct the change. Buckminster Fuller said that Planet Earth is the only spaceship that has no pilot.

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The reptilian need for moving UP is the energy of life (Libido). (continued)

Maybe it is time to make "planet decisions" instead of "less" decisions that no one wants. We could have "better, more efficient uses of energy" and improve our performance with less carbon footprint. Today my PC can do what a computer big enough to occupy a full room could hardly do 40 years ago.

Performances are moving UP. The evolution of computers and internet communication has destroyed many species, like people selling CDs or cassettes.

On the other hand, cars are a very old product (more than one hundred years old) that have not really followed the same evolution.

In 1860 under Napoleon III, one could cross Paris with a horse and buggy faster than today with a Taxi. The Romans could send a letter from Rome to London in three days using horses and relais'.

What has changed is that now a larger population can send letters, but the real change is that we now send e-mails in real time, at no cost.

Access to information and speed of communication are great indicators of UPward mobility. (See Finland)

The problem with mobility is when a solution becomes crystallized and cannot evolve and becomes a problem.

This is the Law of reversal. We need to take into consideration how a culture has the faculty to de-crystallized taboos, God's law, challenge scientific findings and let people innovate, create new structures and Move UP. This is where the structure is important, not the content. The Innovation Process is what counts and not what has been invented. The content very quickly will become obsolete and passé, not the Urge to change, innovate, create and move UP. (Ex: from the Soviets, China, France, England and America).

Culture Codes do not change very quickly, the French code already existed under Henry IV, and the American code was well describe by Alexis de Tocqueville in 1865. Of course the content has changed, but not the structure. The French Unions (socialists and communists) are the new Aristocrats. They believe they have "divine rights" and do not want to work - everything should be given to them - a position, healthcare, education, an 8 week holiday and retirement at 50. They have unconsciously replicated the Aristocratic unconscious structure. (See ENA and les Grandes Ecoles).

A lot of people cannot go UP in this system, so they leave, go to England or when they can, to The US. The minorities in the suburbs start riots, burn cars and their own schools. Workers go on strike, kidnap their bosses and threaten to blow up their factories. This is the Street Barricade syndrome. The Barricade being a symbol of how to stop movement. Paris was designed by Baron Haussmann as a way to prevent the mob from erecting barricades. These large avenues and boulevards (boulevard Haussmann) have their origin in the "street" (the mob) willingness to stop the movement that is a national sport in France. Not just striking, but blocking others to move, (peasants, truck drivers, train workers). They always want to stop traffic and enjoy seeing the people stuck and unable to move. In France, power means you can prevent people from moving.

An expression like: " who do you think you are? " Is a way to remind you of your lower condition and to prevent you from wanting to go UP.

The opposite is the American culture Code that Obama clearly understood. "Yes you can" is the Motto. No limit to what you can pretend to become, including president. This is "the audacity of hope". The American culture tells you that only what is "impossible" is interesting and worth pursuing. This is an endless quest for the impossible. Americans don't want peace, they don't want happiness and they don't want to Arrive. They want to succeed "not to succeed". They are always re-inventing themselves. They are adolescent and never want to grow up. They are "forever young" and are the "last best hope for mankind". This is what they call happiness; the incessant quest for the impossible; this permanent and desperate search for identity; this never satisfied desire to be loved. America is where you can become "all you can be" and can actualize your potential. Americans don't want to be reasonable (cortex), they like extremes, tensions, sex, power and violence (the same at the reptilian level). They are always UP and down and then UP again. A strong element of the American culture is that you can always be UP again, (the come back kid archetype) never give up your desire to move UP. You too can become a "Giant" (like James Dean).

Obama is just the current expression (content) of the American code. This is why the world loves him; it is like the American culture code is alive again. ■

HIS PANIC IS HER ETHIC ??????

Ever since our new supreme court judge declared that a Latina woman has more wisdom than a white man, and President Lula from Brazil who affirmed that the world financial mess is the fault of "white men with blond hair and blue eyes", we can understand "His Panic".

55 million people in the USA are considered Hispanic. They are now the largest minority or should I say the next Majority???

We have here the clash of two cultures, the Wasps and the Latinos, the Protestants and the Catholics, and in many ways, the old North versus the Old South.

The Latina woman is going to transform the North American culture.

It is a repossession of the south by the original culture that was there first; From California to Arizona, Texas and Florida, the Spanish language was and is everywhere.

Many Latinos have told me "what I like about Miami is that it is so close to America".

If a Culture is a creative structure always evolving, always re-inventing itself, we are going to watch and witness the creation of the New New World.

If we have on one side HIS Panic, we have on the other side HER Ethic, which is why we are facing Heresy that is an attack on the dogma of the main culture. "The wise Latina Woman" might be less concerned by the protestant ethic and the origin of capitalism (Max Weber, accumulation of money) than by enjoying life, food, sex and creating the best family environment for her children.

Is it a switch from a male culture (production, quantity, speed) to a female culture (more integrative, respect for the timing of everything and concerned with preservation)? The whole BIO movement, (green, organic, natural) is a feminine movement.



His Panic is Her Ethic ??????

The Latinization of the American culture might mean a feminization of the Gringo culture.

We have been traumatized by the failure of the big guys, from Finance to the Economy where all the experts have shown their total incompetence. We need a new Ethic - Her Ethic (heretic) protecting the environment and the planet - our unique home as well as the various species that are living beings that are our cousins.

Evolution is just beginning. Sometimes we believe that we are at the end of evolution, when we are just at the beginning. The difference between the amoeba and us, is nothing compared to the difference between us and the next human species. We are observing baby steps, but baby steps took us to the moon. It is time to be Heretic again and challenge all the old values and principles that are obsolete. The time has come for feminine wisdom; time to reconnect with the essence of life, the beauty of the family, and the harmony of nature.

The future will be feminine.■

We are going to conduct a syndicated discovery on the Latina Woman in the U.S.A. starting in December 2009 in Florida with more imprinting sessions in California in January 2010.

Information can be obtained by contacting Missy de Bellis at mdebellis28@gmail.com and Maria Romero at mromero@accentmarketing.com



For speaking engagements, scheduling, interviews, and general information, please contact at:

Missy deBellis at:

1-917-902-2871

or send an email, mdebells28@gmail.com

For financial, legal, and general business information, please contact Ed Hudson, ed@archetypediscoveriesworldwide.com

For all inquiries about books or book orders, please contact Gene Heinrich, gene@archetypediscoveriesworldwide.com

To send an email directly to Dr. Rapaille.

drradw@yahoo.com



New Book soon:

Dr. R is writing a new book with Andres Roemer , curator of *Las Ciudad de las Ideas* , called. "UP".