

Presentation of the Book:
THE SCHOOL FOR GODS
By Stefano D'Anna

Publishing date: **2009**

Publishing Co: **SINEDIE LIMITED**

Currently translated and published in: **English, French, German, Greek, Italian, Turkish, Portuguese for Brazil, Mainland China, Taiwan, Bulgarian, Romanian, Russian.**

Category: Indefinable.

It belongs to all and none of the following types of literature: Business, Philosophy-novel, leadership, diary of an initiation journey, autobiography, education, sociology, novel of ideas.

Key note:

The School for Gods is a map and an escape plan. From the first page the reader is caught and passionately involved in the initiation journey of the protagonist to break free from the hypnotic story of the world and disrupt the path of an already-marked destiny.

Based on the true story of its author's life, it shows the initiation journey of a common man from the mediocrity of an ordinary life to the realization of a great dream: the creation of a university, spacing from Madrid to London, from Milan and Rome to New York.

He applies to his life, transposed under the conditions of modern times, the ideas and principles that he finds in a lost manuscript written in the X century by the philosopher Lupelius, for the preparation of invincible monk-warriors.

Major selling points

The success of the "School for Gods" in Turkey is symptomatic of what is happening in all the countries where it has been published. It is number one national best seller for the last five years in a row nonstop.

The Author, Stefano D'Anna: sociologist, writer, an international lecturer and a compelling key-note speaker, he has a tight-knit team, with offices in Milan and Istanbul taking care of his image and the marketing activities.

With the School for Gods, Stefano D'Anna has approached the topic of "the Dream" with an innovative and pragmatic concept establishing a pioneering theory of the Art of Dreaming. He is attracting visionaries and enthusiastic fans who created Lupelians Clubs and write to him with gratitude from all over the world.

He has coined the expression "Remembering the future" which is defining in a unique way the central quality required to belong to the planetary club of 'people with a dream'.

SfG is a one-off wisdom book, a philosophical novel, deep and compelling, such as the literary market has not seen an equal for years. It provides the reader with interminable material for musing and food for thought. As a matter of fact hundreds of thousands keep it close at hand, on their night table, and many start their day reading one of its inspiring sentences.

The story epitomizes the innovative figure of the “pragmatic dreamer” as someone who is able to harmonize business and ethics, action and contemplation, financial power and love demonstrating that this polarities are only apparent. This ‘invention’ among the others explains why *The School for Gods* is so appealing also to businessmen and corporate people.

What is most appreciated by the readers is the bravery of the author who exposes his real life and explores it in depth with rarely seen honesty and a sincerity which borders on mercilessness. The story shows the work in progress of an inner journey but also the weaknesses, the treacheries and depths of despair he falls into on the way, and how each time he miraculously recover. His redemption attracts the sympathy which gives hopes to anybody, doesn't matter how far he has fallen and how impossible it might appear.

The widespread scenarios of the Book. Stefano D'Anna recounts the years of study and apprenticeship he has spent with an ‘extraordinary’ being, a timeless mentor, that he named the ‘Dreamer’. Their remarkable meetings take place throughout the world, from Marrakech or Barcelona to Shanghai, from Bogota to Kuwait, where the Dreamer's teachings become even more dramatic and compelling.

Applying the Dreamer's ideas and principles to his life the author shows how any man can have a vertical transformation and change the course of one's life events. One of the most precious fragments of wisdom the reader can find in the Book, and treasure, is that what the ordinary mankind calls reality, the world out of us which looks solid and concrete, in actual fact is moldable like clay, it is our psychology solidified. Our thinking shapes our world. Out there we meet always ourselves. And the world is wide or narrow, abundant or scanty, beautiful or miserable as we are. *The world is such because you are such* is one of the most memorable mottos the readers from all over the world love the most and never forget.

The universality of its message addressed to a practically unlimited target group, as it is demonstrated by its many translations and its success in countries so different for traditions and culture, like China and Taiwan.

Author information

Stefano D'Anna graduated in Economics at the University of Naples with First Class Honors (cum laude), obtained a Master at the London Business School (ITP Program) and a Doctorate in Sociology of Communications at The Catholic University in Milan. Has been a leading manager of multinational companies including Alfa-Romeo, FIAT International and Olivetti Corporation of America in New York and Middle East. He is an international lecturer and an inspiring key-note speaker at major international Conventions and Forums, in Europe, USA and South America. In last years has started the cycle of the “Integrity Seminars” bringing to International Corporate Leaders his findings about Integrity and Corporate Longevity. He is the founder of ESE, an international university with campuses in London, Madrid and NY, besides Rome, Florence and Milan. In December 2010 he has founded the “Future Leaders for the World” Program.

He is also the co-author, with the Journalist Gigi Moncalvo, of ‘Berlusconi in concert’ a

sociological biography of Berlusconi entrepreneur, before he entered in politics, which has become a fundamental text-book of Psychology of Success.

His last book "A Dream for the World"(2012), already translated in 4 languages, is the vision of a psychological revolution capable to free humanity from fear, negative emotions and destructive thinking. It is also the manifesto of a planetary project for the preparation of 'Future Leaders for the World' driven by ethics and integrity, capable to play their role as a mission, as a sacred duty. They will be the most strategic resource of all nations. They will fix the world.

Comparative Titles

The Celestine Profecy by James Redfield

Life is real only then when I am by G.I. Gurdjieff

Separate Reality by Carlos Castaneda

The Strange Life of Ivan Osokin by P.D. Ouspensky

Dead Poet Society by N.H. Kleinbaum

Illusions: The Adventures of a Reluctant Messiah by Richard Bach

Why we like it

The Book's philosophy brings to the reader ideas and principles which belong to a revolutionary vision of the world.

Reading it, most people are led to see for the first time a breach in the hypnotic description of the world and the concrete possibility to transgress the inflexible laws to which all mankind is subjected.

The Book is a map and an escape plan which have helped thousands of people to abandon the circles of an ordinary life with its corollary of dependency, uniformity and mass thinking.

Ozan M., Turkey: Your Book is unbelievable. It made me realize how small my dream is. A home, a house, a small carrier...

Korina, Greece: Congratulations for your important work, for your book, for everything! Thank you so much for writing it and teaching us that the dream is the most real thing there is...

Nikolai, Bulgaria: Everything is so real, so beautiful, so impressing and inspiring. This is "my" book, my inspiration, my reality...

Jean D., Scotland: I cannot thank you enough for writing your book. I would love the chance to meet you and take part in one of your seminars...

Simiona, Romenia: You changed my life...

Nicolas A, France: I bought your Book at the Quantum Conference in Reims. It changed my point of view almost about everything. Ps I was impressed by your ability to hold your conference in French...

Andrea P., Italia : Rivoluzionario... davvero bello.

Paola F. Brazil : Your book came to my hands as an ultimatum for me to wake up... Thanks so much for writing this book for the humanity. I'll keep in touch!

Market

The School for Gods is addressed to all the people irremediably disappointed by their life.

“When existence grips you in a vice so you cannot breathe, as it has done with me, when you are hopelessly disappointed by your life and do not see any way out, this Book will find you, will appear in your hands and you will know that you are ready for your Individual Revolution, for the greatest adventure a man can possibly imagine: The regaining of his integrity, of his paradise lost.

To the Dreamer in every man.

To the pragmatic dreamers: businessmen/women, present and future entrepreneurs.

“Life is as you dream it. If you do not like your life, change your dream.”

To people who do not know their dream, their life-mission, and want to find it.

To all the truth seekers who want to abandon the hellish circles of ordinariness to catch a glimpse of the Dreamer's world.

And to all those interested in philosophy, business, sociology, education.