

Mastering the 'Name Your Product Category' Game

American Dream By Joseph Mangraviti

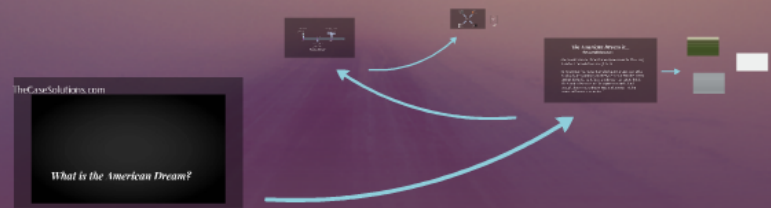
You certainly have food in your kitchen table
And a roof over a smart head - very capable!
A great business, a family, friends and career!
You, Champ, have realized the American dream!

The time has come for you to reach beyond
Beyond the dream, so to stardom you can bond
Let your skills, talents and capabilities show
Living broken down into bits by alternative design!

You make a delicious sauce and join the wine
Feasting, fishing and sports are dandy divine
Now cross the ocean by the air, just don't quit!

Listen to your call, embrace life opportunized!
Be all you can be to live goals yourself earned!
Spread your wings and fly high beyond the skies!

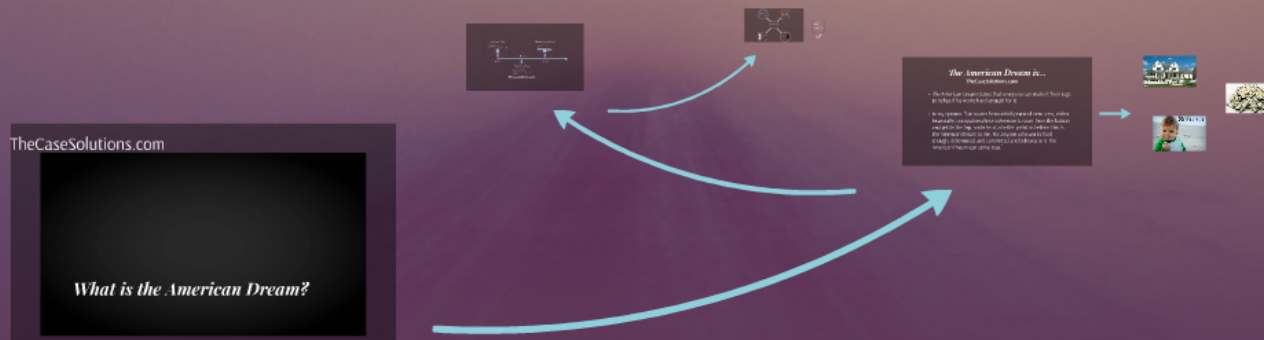
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You certainly have food on your kitchen table
And a roof over a smart head – very capable!
A great business, a family, friends and esteem!
You, Champ, have realized the American dream.

The time has come for you to reach beyond,
Beyond the dream, so to stardom you can bond.
Let your skills, talents and capabilities shine.
Bring heaven down to earth by attentive design.

You make a delicious sauce and also fine wine.
Hunting, fishing and sports are daringly divine.
Now cross the ocean, fly the air; just don't quit!

Listen to your call: embrace life opportunities!
Be all you can be: to fine goals yourself commit.
Spread your wings and fly high beyond the skies

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Structure



1. What is the American Dream
2. Then and now
3. Embodiments

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What is the American Dream?

American Dream in the past

- Nation of immigrants
- Pursuit of Happiness
- Contained all human rights and values
- A better life, a new society, individual wealth, cheap soil etc



past

present

future?

Waking up from the American Dream?

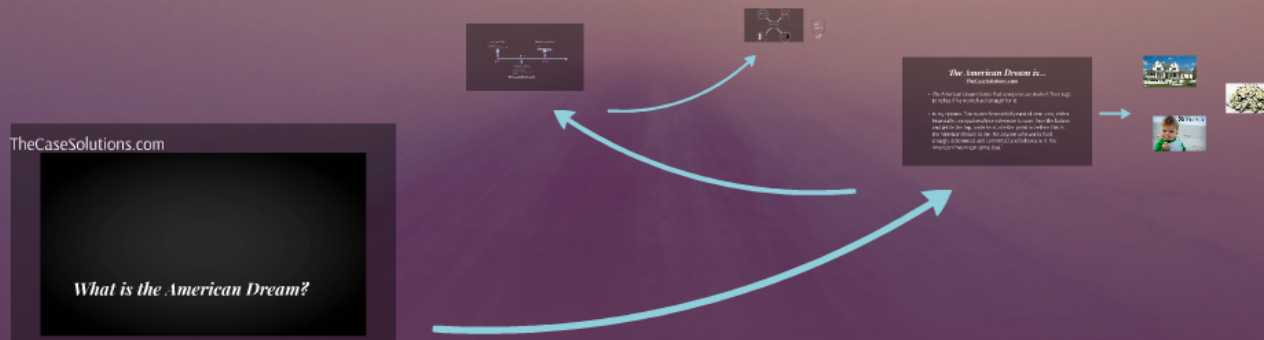
Is the American Dream still alive?



American Dream in the present

- The American Dream has changed a lot
- Material wealth and economic success
- Most known dream is "from rags to riches"
- Being able to choose job freely, express opinions freely, keeping religion etc

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The American Dream is...

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- The American Dream states that everyone can make it from rags to riches if he works hard enough for it.
- In my opinion: "No matter from which point of view seen, either financially, occupationally or otherwise to start from the bottom and get to the top, so to be at a better point as before, this is the American Dream to me. For anyone who works hard enough, determined and committed and believes in it, the American Dream can come true."