A BRAZILIAN PROPOSAL IN THE THEORY OF PERSONALITY

Foundations *of Virtology*

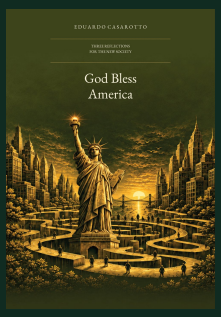
Eighteen theories of personality.
A new case for integration and change.

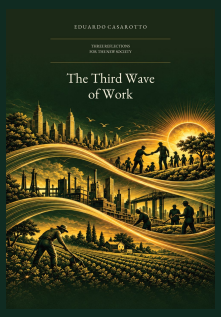


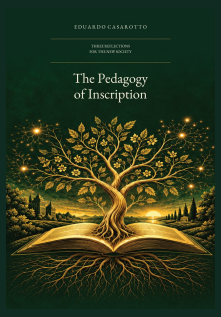
EDUARDO CASAROTTO

What do the established approaches explain — and what does Virtology propose to add?

The central reference work and the complete Three Reflections for the New Society trilogy.







International publishing presentation
Isabella Becker / Instituto Virtudes / EMEA

THE PUBLISHING PROPOSITION

From explaining personality *to specifying change*

A comparative argument, an integrated model and a proposed procedure for developing enduring dispositions.

Foundations of Virtology places a Brazilian theory of personality in direct conversation with eighteen established approaches. Casarotto examines what each explains, identifies what he considers unresolved, and sets out the contribution his own framework proposes to make.

The central claim

In the author’s comparison, none of the eighteen combines five major strands in one architecture with a specified procedure for building the dispositions needed for change: psychodynamic structure, human needs, personality traits, biological mechanisms and social learning.

The question that gives the book its force

Once a recurring pattern has been described and understood, what capacity must be built in its place — and how?

Casarotto calls this process inscription: the deliberate practice through which a virtue is proposed to become a stable response, available when pressure makes that response difficult.

The comparative claims presented here are the book’s argument for editorial evaluation. Source: Portuguese third-edition manuscript, Part I, Sections 1–2.

THE EIGHTEEN APPROACHES EXAMINED

A theory-by-theory *conversation*

The opening comparison follows four families of personality theory. Each entry considers convergence, the proposed addition or correction, and the literature discussed by the author.

PSYCHODYNAMIC

01 **Freud**
Psychoanalysis

02 **Adler**
Individual psychology

03 **Jung**
Analytical psychology

04 **Klein**
Object relations

05 **Horney**
Interpersonal psychoanalysis

06 **Erikson**
Psychosocial development

07 **Fromm**
Humanistic psychoanalysis

LEARNING AND COGNITIVE-SOCIAL

15 **Skinner**
Radical behaviourism

16 **Bandura**
Social cognitive theory

HUMANISTIC AND EXISTENTIAL

08 **Maslow**
Humanistic psychology

09 **Rogers**
Person-centred approach

10 **May**
Existential psychology

TRAIT AND BIOLOGICAL

11 **Allport**
Trait psychology

12 **McCrae and Costa**
Five-factor model / Big Five

13 **Eysenck**
Biological trait theory

14 **Buss**
Evolutionary psychology

17 **Rotter and Mischel**
Cognitive social learning

18 **Kelly**
Personal construct theory

THE DISTINCTIVE PROPOSAL

What Virtology *puts into the debate*

Freedom as a developing capacity

Casarotto’s key proposal treats the capacity to choose as a variable of the individual. Seven Evolution Bands describe the structure he argues is needed before a person can sustain a different response.

A connected account of the person

Needs, temperament, character, psychic organization and learned dispositions are placed in one model. The book’s claim is that their relationships matter as much as each component.

A specified target for change

The intervention asks which disposition needs to be developed. Thirty-three virtues provide the targets; the practice chapters set out exercises, repetition, spacing and proposed checks of consolidation.

The person in the conditions of life

The book adds its twenty-two Laws of Life to the discussion of biology and social environment. Casarotto presents these as a further dimension of his explanatory framework.

THE AUTHOR'S COMPARATIVE CASE / 1–9

The comparative argument

01 ## Freud

Recasts psychic organization as states of one ego and proposes an operational unconscious described through named factors.

02 ## Adler

Makes creative choice dependent on the individual's developmental structure, rather than presuming equal capacity to choose.

03 ## Jung

Turns individuation into a proposed practice pathway with repetition, markers and criteria of consolidation.

04 ## Klein and object relations

Reinterprets early patterns within its own model and argues that character remains open to development throughout life.

05 ## Horney

Connects compulsive defensive patterns with its account of character armour and proposed restructuring through virtues.

06 ## Erikson

Connects developmental tasks with the book's account of neural maturation and age-appropriate demands.

07 ## Fromm

Distinguishes inherited temperament from acquired character and proposes a learning mechanism for developing the latter.

08 ## Maslow

Expands the needs map to fifty-one needs and uses Evolution Bands to explain changing motivational priorities.

09 ## Rogers

Argues that removing obstacles to growth should be followed by deliberate practice to build the missing disposition.

These summaries describe Casarotto's interpretation of the eighteen approaches and his proposed contributions; they are not independent ratings of those theories.

THE AUTHOR'S COMPARATIVE CASE / 10–18

The comparative argument

10 **May**
Gives the developing capacity for freedom a proposed scale and a practice-based mechanism.

11 **Allport**
Connects the idea of a neuropsychic disposition with its proposed account of learning, consolidation and deliberate practice.

12 **McCrae and Costa / Big Five**
Extends its enquiry from describing differences between people to the formation, disruption and deliberate development of personality.

13 **Eysenck**
Adds a proposed route for deliberate learning within the biological limits of temperament.

14 **Buss**
Connects evolved motives with the book's account of pride and selfishness and its proposed direction of development.

15 **Skinner**
Uses repetition and reinforcement within a model that makes internal structure and expanding choice explicit targets.

16 **Bandura**
Connects modelling and mastery through action with specified repetition, spacing and proposed checks of consolidation.

17 **Rotter and Mischel**
Connects expectations and situation-dependent responses with developmental capacity and the practice of responsibility.

18 **Kelly**
Makes the capacity to construct alternative interpretations dependent on the individual's developmental structure.

These summaries describe Casarotto's interpretation of the eighteen approaches and his proposed contributions; they are not independent ratings of those theories.

FROM THEORETICAL COMPARISON TO PRACTICE

What must be built — *and by what procedure?*

The proposed bridge is inscription: developing a disposition through practice so that it becomes available in real situations.

01 ## Read the person

Identify the need, recurring response, temperament and developmental capacity in the author's model.

02 ## Specify the disposition

Choose the virtue the book proposes as relevant to that pattern, with a concrete behavioural target.

03 ## Practise and revisit

Use the chapter's exercises, spaced repetition and application in everyday situations.

04 ## Check the response

Use the proposed markers to examine whether the new response remains accessible under pressure.

The book draws on research into learning, memory and emotion. Its application of that research to the thirty-three virtue protocols is Casarotto's proposal; it does not by itself establish comparative clinical efficacy.

THE ARCHITECTURE BEHIND THE COMPARISON

One model *across connected layers*

Motivation

Fifty-one human needs in five groups, with changing priorities interpreted through the developmental model.

Personality

Twelve temperamental axes, acquired character and the relationship between inherited tendencies and learned responses.

Psychic organization

The ego, self, persona, superego, complexes and operational unconscious within the author’s account of perception and response.

Development

Seven Evolution Bands that organize the proposed relationship between structure, self-regulation and choice.

Reactivity

The proposed SNO and SNE systems connect pride and selfishness with recurring patterns in the author’s framework.

Change

Thirty-three virtues, each connected to explanations, exercises and proposed criteria for tracking development.

The thirteen-part manuscript develops this architecture before moving through practice, clinical discussion and institutional applications.

READERSHIP AND EDITORIAL EVALUATION

An ambitious thesis *open to examination*

The readership

Readers of personality theory, psychotherapy and philosophical accounts of the person; clinicians, educators and researchers interested in an integrative Brazilian proposal.

The first material to examine

The opening chapter comparing eighteen approaches is the clearest entry point. It sets out philosophical dimensions, theory-evaluation criteria and the author’s account of convergence and difference.

The next material to examine

The introduction, one complete virtue chapter and selected institutional material let an editor assess the link between the explanatory framework and the proposed practice.

The research position

The manuscript describes an active programme of field applications and acknowledges a young body of independent studies. Its proposed mechanisms and claims of clinical advantage remain matters for critical evaluation.

The edition

Portuguese third edition, 2026; ISBN 978-65-977193-6-5. The translation record reports the full English text complete, with final affirmation choices and volume consolidation still in progress. Format and possible volumes merit editorial discussion.

THE CENTRAL WORK AND THE COMPLETE TRILOGY

The theory of the person *and the social world*

The comparative argument in Foundations gives the four-book programme its intellectual centre. The trilogy asks what follows when the person is considered within culture, work and education.

FOUNDATIONS

Foundations of Virtology

The theory of personality, its dialogue with eighteen approaches and its proposed procedure for developing dispositions.

CULTURE

God Bless America

How ideals of success and recognition shape aspirations and become measures of human worth.

WORK

The Third Wave of Work

How needs and development change what people seek from work, and what that asks of institutions.

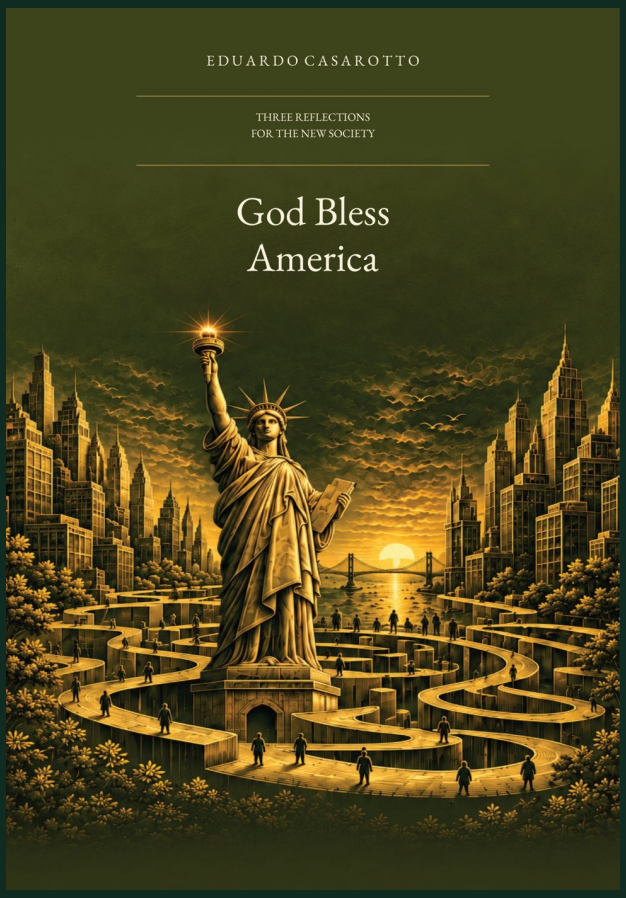
EDUCATION

The Pedagogy of Inscription

How everyday school practices contribute to the formation of enduring responses and ways of relating.

Publishing discussions may cover the four-book programme, the complete trilogy or individual titles.

VOLUME I / CULTURE AND THE SEARCH FOR RECOGNITION



God Bless America

A Virtological Analysis of Structural Americanism

Who taught us what a successful life should look like?

When a cultural model becomes a measure of human worth.

Eduardo Casarotto proposes structural Americanism as a way to examine how American-centered ideals of achievement become standards of worth across borders. The book follows the search for importance through familiar institutions and everyday habits.

The analysis distinguishes a cultural structure from the people who live within it. American traditions of dissent, solidarity and care are part of the book’s account.

300 interior pages / Complete English text

INSIDE GOD BLESS AMERICA

The argument *and its readers*

A school reunion, a suburban street and a social media feed become settings in which people learn what deserves admiration. Casarotto connects cultural criticism with Virtology, his framework for personality and human development, to ask how those standards become personal ambitions.

Everyday recognition

Family life, high school, the prom and the school reunion reveal the relationship between belonging and performance.

The production of desire

The American Dream, popular entertainment, hustle culture and algorithmic feeds shape aspirations.

Power and its countercurrents

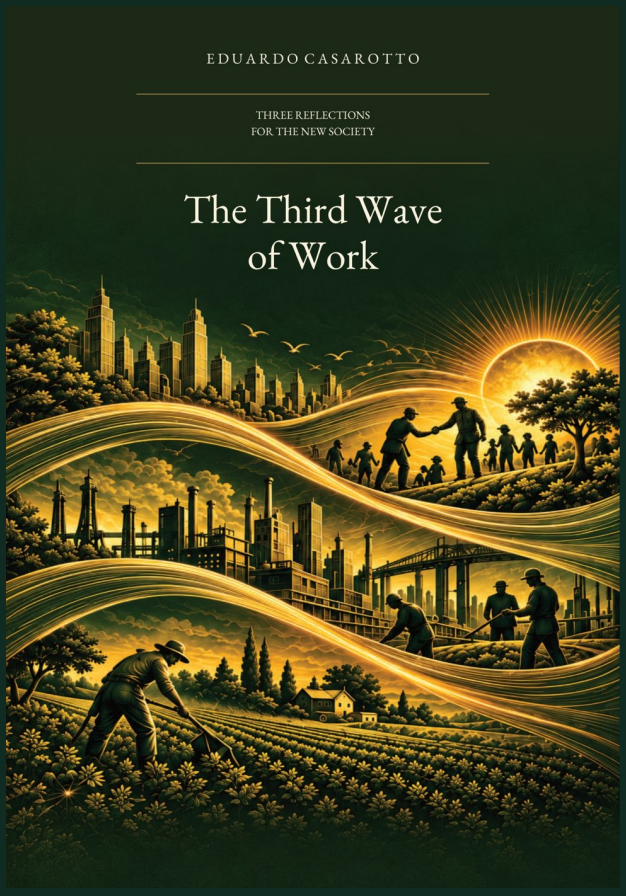
The book examines dominance alongside resistance, solidarity and possibilities for institutional humanization.

READERSHIP

Readers of cultural criticism, social philosophy and the psychology of status. Also relevant to educators and people working with institutional change.

It explains the cultural resistance to the changes proposed in the other two books.

VOLUME II / WORK, IDENTITY AND PURPOSE



The Third Wave of Work

From Survival to Status, from Status to Meaning

What moves a person to work?

A changing relationship with work, and the institutions it requires.

Survival, status and meaning organize very different relationships with work. Casarotto examines these orientations through Virtology and asks why people in the same organization can experience the working day so differently.

The three waves can coexist in the same society, workplace or family. The book does not assign every member of a generation to one wave.

264 interior pages / Complete English text

INSIDE THE THIRD WAVE OF WORK

The argument *and its readers*

The third wave places identity, purpose and contribution at the center of work. The transition involves both the person and the organization: what people seek, what managers reward and which working conditions an institution permits.

The three waves

Survival centers on security. Status centers on comparison and power. Meaning centers on identity, purpose and contribution.

The tensions of transition

Generational conflict, provider expectations, political performance, AI and automation reveal the friction between orientations.

An organization that can change

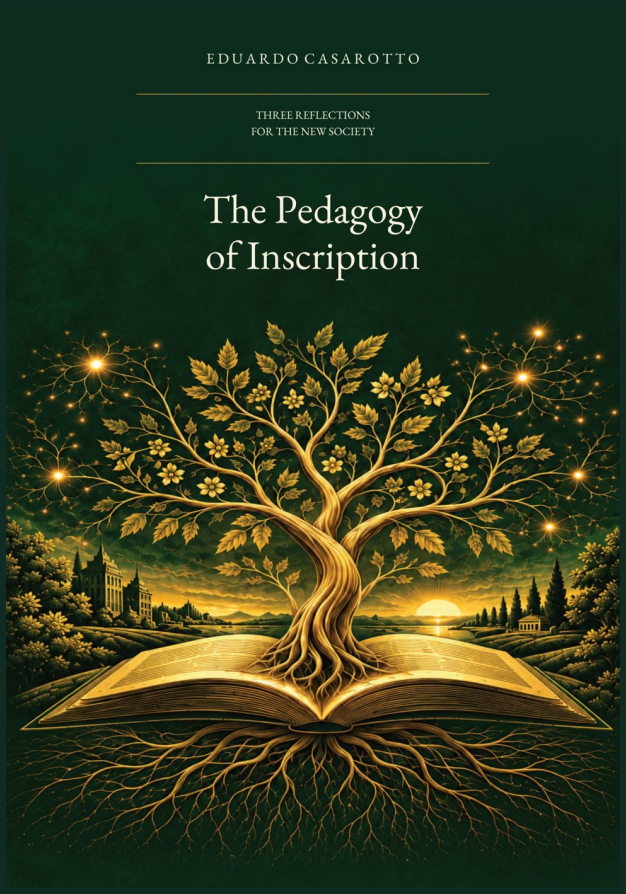
Leadership, recognition, rules and working conditions become part of the humanization of work.

READERSHIP

Readers interested in the future of work, organizational culture and social change, including managers, human resources professionals and educators.

It describes the world of work for which The Pedagogy of Inscription proposes a different kind of school.

VOLUME III / EDUCATION AND PERSONALITY DEVELOPMENT



The Pedagogy of Inscription

What School Shapes as It Teaches

What does school shape as it teaches?

The daily life of a school helps form the person a student becomes.

Lessons convey subject matter. Assessment, discipline, relationships and school rules also shape ways of responding. Casarotto asks how schools can take responsibility for this formative role and prepare students for a world that demands cooperation and judgment.

Inscription names the author's proposal for developing dispositions available in everyday conduct. The book distinguishes learning principles from the specific protocol and includes an agenda for further research.

340 interior pages / Complete English text

INSIDE THE PEDAGOGY OF INSCRIPTION

The argument *and its readers*

The book connects personality development with the institutional life of schools. It presents age-sensitive approaches to virtue practice, a protocol for inscription, and proposals for school management that support what educators are trying to teach.

Development across school years

The approach changes with age, from learning by observation to practice, reflection and conviction.

The practice of inscription

Attention, repetition, spacing, supportive relationships, active retrieval, feedback and sleep inform the author’s proposed method.

Management is curriculum

Assessment, discipline without humiliation, staff conditions and student voice become part of the school’s formative responsibility.

READERSHIP

Educators, school leaders, teacher educators and readers interested in educational change, character development and school culture.

It asks how education can prepare people to participate in the world of work described in the second volume.

THE AUTHOR

Eduardo Casarotto

Independent researcher, educator and author



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 and founded Instituto Virtudes and Instituto Humanar. His work connects research and professional education with practical work in institutions.

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

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Biographical information supplied by the author's representatives. Photo: Longevidade Expo + Fórum, 2024.

THE INSTITUTIONAL CONTEXT

Human dignity *in everyday institutions*

The practical settings behind the author's work





O Novo Eu

Work with people in custody connects personal development with routines, relationships and institutional life.

Healthcare dialogue

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

Instituto Virtudes

The Institute brings together education, data analysis and research grounded in Virtology and Humanization 2.0. Its activities provide context for the books' concern with the environments in which people develop.

institutovirtudes.com.br
Institutional information and documentary photographs: Instituto Virtudes.

FOR PUBLISHERS AND LITERARY AGENTS

One author *four publishing possibilities*

Foundations of Virtology

The central reference work compares eighteen theories of personality and presents Casarotto's integrative proposal. Portuguese third-edition manuscript available. Full English translation recorded as complete, with final affirmation review and volume consolidation underway.

Three Reflections for the New Society

The complete trilogy comprises God Bless America, The Third Wave of Work and The Pedagogy of Inscription. Complete English texts are available in EPUB and reading PDF, alongside typeset interiors and cover files.

A proposal suited to your list

We can provide the opening comparison of eighteen approaches, a synopsis, contents and a complete sample virtue chapter, alongside evaluation materials for the trilogy. We welcome guidance on your preferred proposal format.

Rights and publication

Language, territory, rights availability and publication arrangements should be discussed with the editorial contacts. Final edition specifications, ISBNs and production details will depend on the publishing agreement.

The trilogy's existing interior files contain 300, 264 and 340 pages respectively. These counts do not apply to Foundations of Virtology.

EDITORIAL CONTACTS / INSTITUTO VIRTUDES

Let us discuss *your publishing interests*

Contact Isabella to examine the comparative chapter, request reading samples or arrange a video meeting about Virtology and the four-book publishing programme.

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