

## A LITTLE MORE NAKEDNESS MAY SAVE THE DAY

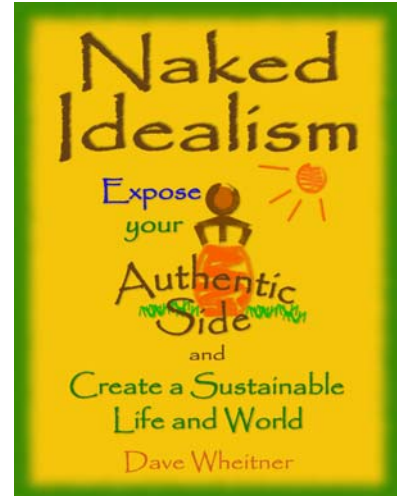
“Wheitner guides readers on a fascinating and fun journey of self-realization so that our vision can be realized...if you have ever longed for a life well lived, let Dave Wheitner and *Naked Idealism* show you how to achieve it and enjoy every step on your way there.” - **Jo Stepaniak, author or co-author of 16 books on compassionate and sustainable living**

As a career counselor for over 25 years who was turned on to the socially responsible careers concept by a Ralph Nader keynote address, I highly recommend this book to all idealists.” - **Karen Litzinger, MA, LPC, career consultant**

“I’ve wanted to give a copy to half the people I know...Tackling two challenging tasks at once, it empowers those with a high level of social consciousness to become more effective and engaged, while also encouraging deeper awareness in areas they may not have considered.” - **Robbie Ali, MD, MPH, MPPM**

In today’s climate of problems, fear, and uncertainty, we often function on autopilot, plowing ahead in survival mode. Global warming, international conflict, prejudice, increasing energy and food prices, and economic instability hold our attention hostage. Those with the greatest desire to create positive change, the idealists among us, may be the most likely to face frustration and burnout. We often feel like martyrs with too little time or energy to enjoy our own lives. As we attempt to fix things, we may even sabotage ourselves and make things worse.

With our happiness and global sustainability at stake, we must approach our problem-riddled world in a more honest and optimistic manner. We must “expose our Authentic Side” on a number of levels: in the way we understand ourselves, in the way we define and pursue what’s important to us, and in the way we relate to our world.



*Naked Idealism* shows us how to inspire change while improving our quality of life. It blends exercises, theory and tools with entertainment, encouragement, and candor. Topics range from clarifying life purpose to avoiding pitfalls of political rhetoric. Covering the spectrum from race and gender to environmentalism and veganism, the author confesses his own struggles with political correctness and challenges the most virtuous do-gooders to examine their motives. Some may find segments controversial, but all will find something applicable. All will be more naked in the end!



Dave Wheitner, M.S., M.A., founder of Idealist Coach, draws upon backgrounds in counseling psychology, public policy, management, and life coaching. Alongside encouraging people to define and create what is important to them, he has assessed the leadership potential of corporate managers, created and taught a graduate leadership self-development course, counseled formerly incarcerated men, managed an urban health and wellness data project, and co-authored resources on environmental health and poverty. He also finds rain barrels to be quite fashionable.

*Naked Idealism* will be available for \$19.95 via Amazon US/UK, Barnes and Noble, and most bookstores. For pre-release sales via <http://nakedidealism.com> through August, 20% of profits will be contributed to causes promoting progressive change.

*Naked Idealism: Expose Your Authentic Side and Create a Sustainable Life and World* by Dave Wheitner. First paperback ed., 7.44 x 9.69, 236 pp., 55 illus., index, biblio. ISBN 978-0-9817764-2-2. \$19.95. Pub: Sept. 2008.