

Back Cover Text

“Dad, why do people have to pay for food?”

This question, posed by a seven-year-old child, started one man’s incredible adventure in South America.

In this inspiring story a corporate executive shares his awakening to the unconscious but active role he has been playing in creating the world as we know it. Through exposure to poverty in South America while doing business with some of the richest people on the continent, he finds his traditional views of the world challenged when he attempts to integrate his deep humanitarian values with his role in global trade.

Thought-provoking yet open-minded, this book will most certainly challenge your perspectives and put you on a path of conscious decision-making in both your business and private life. This is your wake-up call to the personal power you possess in co-creating the world of which we all dream and which allows you to find true happiness in the process.

About the Author

Hugo Bonjean is a critical thinker who holds an M.B.A. from European University. He has held executive positions with some of the largest and best global hotel corporations and has done business all over Europe, North America and South America. His friendship with some missionaries in South America exposed him to poverty and inspired him to develop fair trade business practices.

He currently lives with his family in the Rocky Mountain foothills near Calgary, Canada, where he provides international business consulting services to corporations that are, or want to become, socially and environmentally responsible.