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Erich Fromm

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Mann und Frau: Man - Woman (German Edition) Erich Fromm
Erich Fromm sagte einmal: „Man wird weder die Psychologie der Frau verstehen noch die des Mannes, solange man nicht in Betracht zieht, dass seit etwa sechstausend Jahren Kriegszustand zwischen den Geschlechtern herrscht.“ Und doch stellt sich die Genderfrage heute anders, wie Erich Fromm in dem Beitrag ‚Mann und Frau‘ zeigt. Denn der gegenwärtige, am Marketing orientierte Charakter hat das Verständnis und die Beziehung von Mann und Frau stark beeinflusst. Für den Marketing-Charakter gilt nämlich: „Die Beziehungen zwischen Mann und Frau haben nur noch wenig Spezifisches.“ Beide Geschlechter wollen vor allem erfolgreich sein und sich und ihre Produkte verkaufen. – Dem aus einem Vortrag hervorgegangenen Beitrag sind auch Teile aus der anschließenden Diskussion beigefügt.

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