

Kinder Und Konsum In Der Marktwirtschaft - Sabine Meisel

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Wir leben in einer 'sozialen' Marktwirtschaft: Der Zwang zum Shopping ist vor allem moralischer Natur. Sich der Gesellschaft gegenüber verantwortungsbewusst zu verhalten, bedeutet heute für das Individuum, soviel wie nur möglich zu kaufen - unabhängig davon, ob es das will oder nicht.' in Shopping 55/2002 Ein wirklich provokanter Satz. In unserer Gesellschaft ist deshalb das Synonym von Glück: Geld und das von Sein: Haben. Der historisch neue Hedonismus, besonders der sich ausbreitenden sozial mobilen Mittelschichten steht genau im Zentrum der Leistungsanforderungen dieser Gesellschaft. Vor ein paar Tagen wurde trotz kleinerer Widerstände der neuen Bundesländer das Gesetz zur Zusammenlegung von Arbeitslosenhilfe und Sozialhilfe SGB II, die Grundsicherung für Arbeitslose, beschlossen. Die abwehrende Haltung der neuen Bundesländer wurde nur mit der sinkenden Kaufkraft begründet! Genau darum geht es in Marktwirtschaften. Author: Meisel, Sabine Publisher: GRIN Verlag Illustration: N Language: GER Title: Kinder und Konsum in der Marktwirtschaft Pages: 00015 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640772650 Category: Business & Economics : Marketing - General

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