

Carlo Strenger: “Just Do it!” – Global Myth and Psychical Reality

The fall of the Berlin Wall and the start of Nike’s “Just do it!” campaign opened a new period in history. In the media, the myth of total doability became the scale by which reality is measured through concentration on the phenomenal success stories of Bill Gates, Google etc. As an experience of identity and meaning, this myth has influenced psychical life to depths which can hardly be foreseen.



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