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## Cogitate the Context

By Daniela Schroder

Grin Verlag. Paperback. Condition: New. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Essay from the year 2012 in the subject Ethics, grade: keine Benotung (bestanden), Leuphana Universitt Lneburg, course: Wissenschaftsethik, language: English, abstract: Maybe the ad writers did not appreciate the historical context while using the phrase SUUM CUIQUE in the german translation Jedem das Seine to promote a new coffee for their clients ESSO and TCHIBO in 2009. Maybe they did not know that it was used as a redicule of the jewish prisoner in the KZ Buchenwald, in whose gate these words were engraved. But Ignorance is no defense - to answer with another phrase - and the accountable marketing people had to stop the campain immediately when the protests started (spiegel. de 2009). For 2500 years people use the latin phrase SUUM CUIQUE. Some use it without any thinking about the historical meaning of this old saw, others appraise it as a tautologic phrase without any meaning because it offers no criterion which marks what everyone deserves. But if you look at the history of this words, you will find a long way of a saying that couches the initial point of any thinking about the constitution...


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