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Sommario/riassunto	The renowned psychoanalyst Erich Fromm not only analyzed society and societal processes. Together with Michael Maccoby he did a study of Mexican peasants to empirically illustrate how historical, economic and social requirements determine behavior. Social Character in a Mexican Village does much more than introduce a new approach to the analysis of social phenomena. It throws new light on one of the world & rsquo;s most pressing problems, the impact of the industrialized world on the traditional character of peasants. Unanimously the book is an outstanding introduction to Fromm's concept of social character