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## REVIEW OF A FRAMEWORK FOR MARKETING MANAGEMENT 5TH EDITION EBOOK

- This book changed my thought process about disciple making. It was thorough and to the point, yet it is an easy read. I would recommend this book to anyone who has eternal life and want to see others become disciples of Jesus Christ.

- The two works contained in this volume were the last two works that Friedrich Nietzsche was to complete in his lifetime. Shortly after finishing them, he went insane, and in reading *The Anti-Christ*, in particular, one senses that he is very much at the end of his rope. There are two ways of reading this book. I fear that many read it primarily as an attack on Christianity (which it certainly is), but it is also far more than that. If one takes Nietzsche's tirades against Christianity (in both its Protestant and Roman Catholic variants) seriously, one is left with a sort of bad version of Feuerbach: highly reactionary, occasionally humorous, and without the potential for changing minds. In short, Nietzsche's attacks are really quite banal and devoid of creativity - not to mention that he did them better in his younger days before his madness began to set in. The second way of reading this book is the way that both shows Nietzsche's insight and the frightening ways in which his insight would be picked up by the Nazis, in particular: "When one gives up Christian belief one thereby deprives oneself of the \*right\* to Christian morality" (*Twilight*, 80). Nietzsche sought to replace Christian morality with Dionysian morality, which celebrated destruction as much as it celebrated creation, which looked toward what he termed, in an earlier work, "the

overman" who was humanity risen above itself. If one wants to understand Nietzsche, one must not read him as the anti-prophet (indeed, the anti-Christ) of God's death, but of the anti-prophet of life after the death of God, which is also the death of all that this God anchored. It is an irony that the

self-styled anti-Christ who "philosophized with a hammer" so as to "sound out idols" would spend the last 10 years of his life clinically insane while the world outside would just begin to discover him. The question that must be asked is whether or not the location of the concentration camp Buchenwald directly across the valley from the Nietzsche archive in Weimar is a continuance of this irony or its natural consummation.