



# Generation Maybe: Die Signatur einer Epoche (German Edition)

*Oliver Jeges*

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## **Generation Maybe: Die Signatur einer Epoche (German Edition) Oliver Jeges**

Oliver Jeges lieferte 2012 in der WELT mit seinem Essay Generation Maybe das neue Schlagwort einer Generation. Sein Artikel, der sich auf die inzwischen verbotene Werbekampagne von Marlboro "Don't be a Maybe" bezieht, wurde auf Facebook fast 100.000 Mal geteilt. In den Medien kursiert seitdem die Diskussion um das Erwachsenwerden in unserer Multioptionsgesellschaft. Jeges traf den Nerv der Zeit. Doch was zeichnet die Generation Maybe aus? Sie strebt nach Glück, Sicherheit und Freiheit. Sie will atomfreien Strom, glückliche Hühner und fairen Kaffee. Ihr Lebensziel ist ein CO2-freier Fußabdruck und die große Selbstverwirklichung. Alles ist ja heute möglich. Das klappt schon, irgendwie. Oder? Doch was nach außen wie ein Segen scheint, ist für diese Generation ein Fluch. Sie ist in Wohlstand gebettet und hat dennoch rasende Existenzängste. Eine Generation hat ihren Kompass verloren und ringt um Orientierung. Weil plötzlich alles möglich ist, sind alle heillos überfordert. Oliver Jeges fühlt in seiner sehr unterhaltsamen und ehrlichen Reportage den 20- bis 35-Jährigen auf den Zahn, mischt sich unter das Partyvolk, Praktikanten, Professoren und Piraten und befragt schonungslos sich selbst, wie er nur zu einem Maybe werden konnte.

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