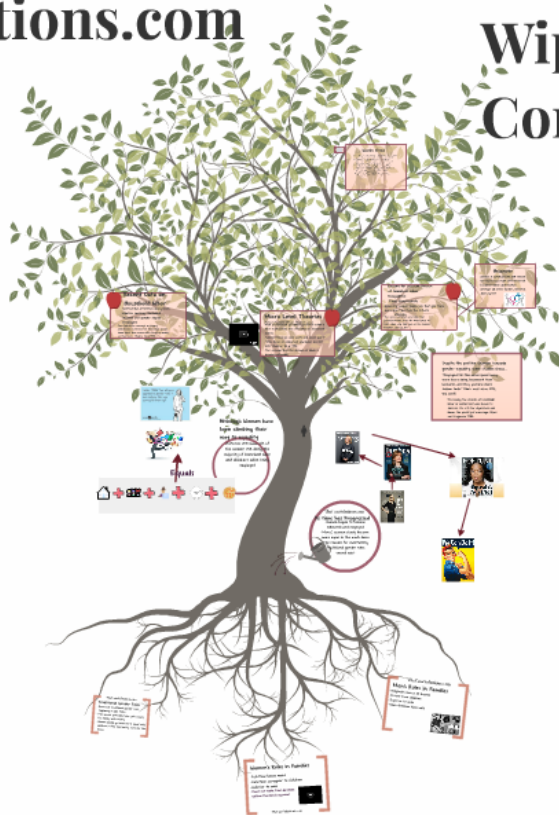
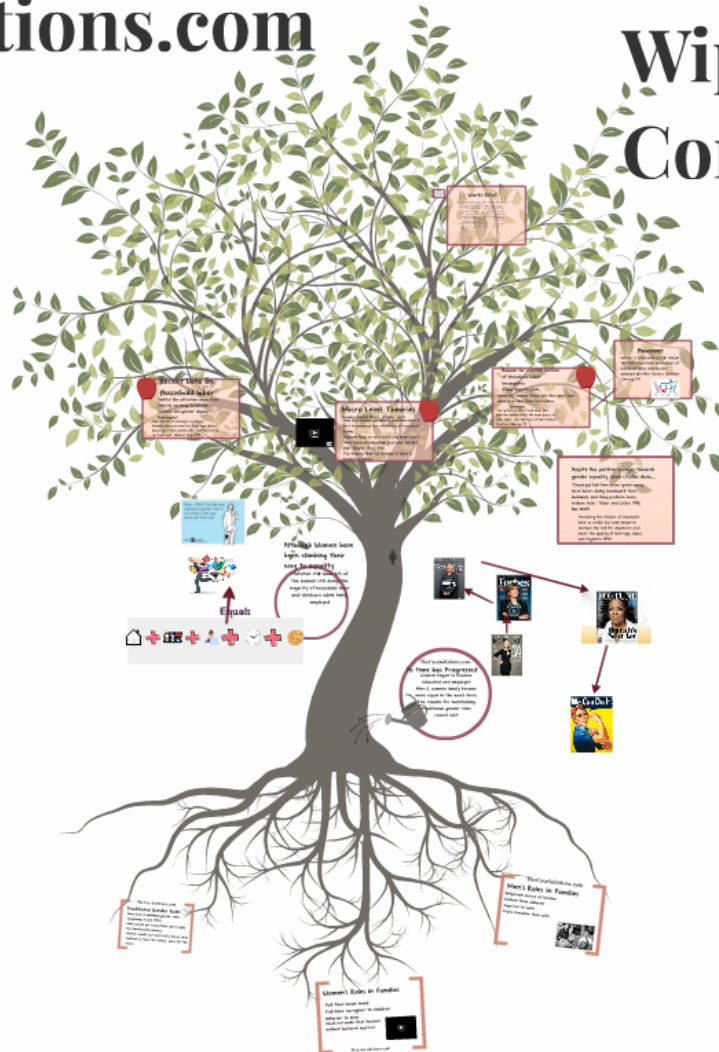


# Wiphold (A): Beyond Labor And Consumption Case Solution



By: Marisa Vaglica

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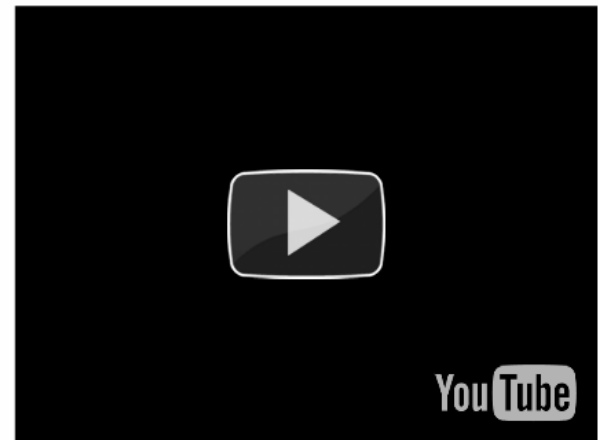
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## Traditional Gender Roles

- American traditional gender roles beginning in late 1940's
- Men would get educations- jobs-supply the family with money
- Women would get married & have/ raise children & feed the family- care for the house.

# Women's Roles in Families

- Full-time house maid
- Full-time caregiver to children
- Inferior to men
- Could not make final decisions without husbands approval



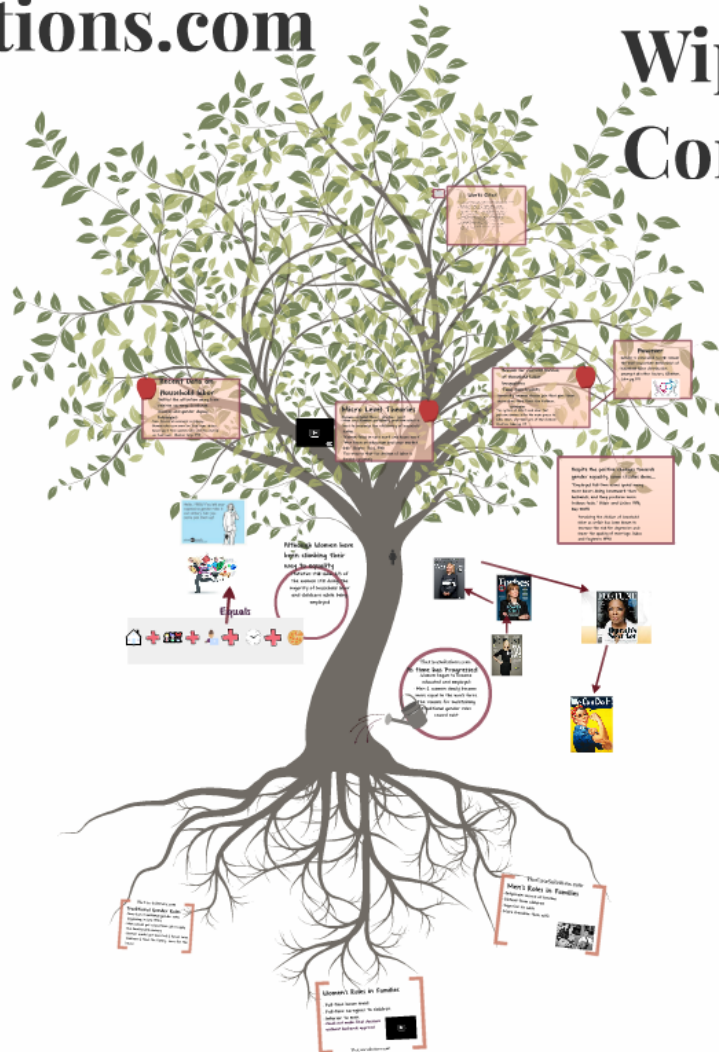
# Men's Roles in Families

- Only/main source of Income
- Distant from children
- Superior to wife
- More freedom than wife





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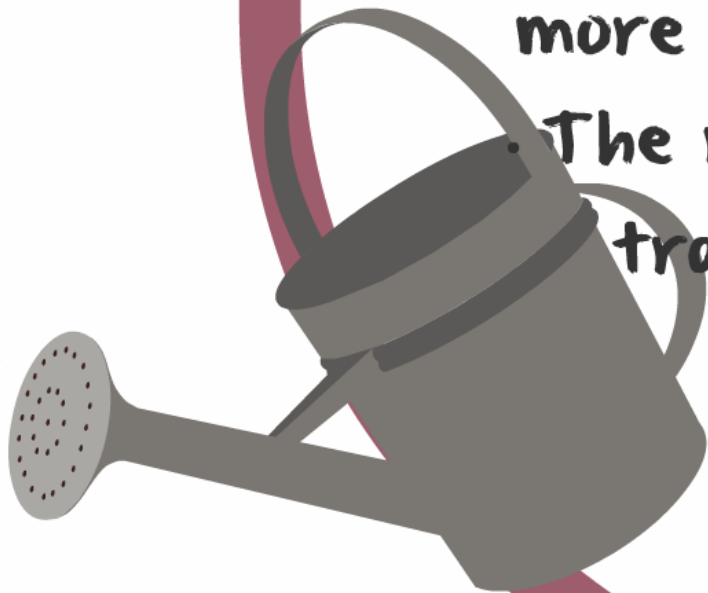


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## As time has Progressed

- Women began to become educated and employed
- Men & women slowly became more equal in the work force
- The reasons for maintaining traditional gender roles ceased exist





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