Abstract

Unveiling *O poder do macho*: an encounter with Heleieth Saffioti
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This article makes a tribute to Heleieth Saffioti, especially approaching *O poder do macho*. This publication was ordered the author, in the 1980's, with the objective of presenting, to a young and no-academic public, the discrimination against the woman, in the Brazilian society.

**Keywords:** Heleieth Saffioti. Feminism. Male chauvinist. Woman.