Paraphrasing the title of one of most renowned books by Michael Cole written more than 20 years ago I would like to take a critical stance to that turn of Cultural Psychology and claim that some of its basic assumptions led to cultural relativism and a loss of direction in what we mean by development. I will argue that this was largely premised on a) the anthropologist’s credo of self-determination of local populations, b) a superficial reading of Piaget as a “stage theorist” suppressing the most crucial element of his genetic epistemology, his social psychology and c) the socio-political context of the cold war where the reception of Vygotskyan theorizing and its translations were received in the west. Building on both Serge Moscovici’s insights, the work of the Social Genevans and more recently the work of Gerard Duveen I proposed Genetic Social Psychology as a once and future discipline that aims at the articulation of processes of microgenesis, ontogenesis and sociogenesis as an emphasis on process over content bringing back the study of development in developmental psychology.