

A collection of carefully edited papers selected for their range and diversity of topics, New Dimensions in Marketing/Quality-of-Life Research picks up where Samlis first Quorum book (1987) left off. Now Sirgy and Samli along with their contributors explore the latest measures and methods in QOL marketing research, the ways in which QOL concept is embodied in various functional areas of the marketing enterprise, and how its appearing in different market segments and industries. The result is a cogent overview of how this emerging marketing concept is guiding the way goods and services are sold, and its impact on policy-makers. A wide-ranging discussion and information resource for teachers, students, and marketing practitioners.

Threes Company, The Girls from Corona del Mar (Vintage Contemporaries), Dulce tentacion, Preventing Patient Falls, Finding Them Gone: Visiting Chinas Poets of the Past, A Face in Every Window, Mambo in Chinatown: A Novel, The Impulse Factor: Why Some of Us Play It Safe and Others Risk It All, Les Hauts de Hurle-Vent, A Year at Mulberry Cottage,

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Keywords: quality of life; consumer well-being; consumer .. In New dimensions of marketing and quality-of-life research, edited by M. J.

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