



# **Handbook of Quality-of-Life Research: An Ethical Marketing Perspective (Social Indicators Research Series)**

*M. Joseph Sirgy*

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# Handbook of Quality-of-Life Research: An Ethical Marketing Perspective (Social Indicators Research Series)

*M. Joseph Sirgy*

**Handbook of Quality-of-Life Research: An Ethical Marketing Perspective (Social Indicators Research Series)** M. Joseph Sirgy

This handbook provides students of quality-of-life (QOL) research with an understanding of how QOL research can be conducted from an ethical marketing perspective - a perspective based on positive social change. The handbook covers theoretical, philosophical, and measurement issues in QOL research. The handbook also approaches selected QOL studies in relation to various populations in various life domains. The marketing approach is highly pragmatic because it allows social and behavioral scientists from any discipline to apply marketing concepts to plan social change and assess the impact of intervention strategies on the QOL of targeted populations.

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