


Transformative Consumer Research For Personal And Collective Well-being

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Summary : Free transformative consumer research for personal and collective well-being pdf download - daily existence is more interconnected to consumer behaviors than ever before encompassing many issues of well-being problems include unhealthy eating credit card mismanagement alcohol tobacco pornography and gambling abuse marketplace discrimination and ecological deterioration as well as at-risk groups who are impoverished impaired or elderly opportunities for well-being via consumer behaviors include empowerment via the internet product sharing leisure pursuits family consumption and pro-environmental activities among others in 2005 the association for consumer research launched transformative consumer research tcr its mission is to foster research on quality of life that is both rigorous and applied for better assisting consumers their caregivers policy administrators and executives this edited volume includes 33 chapters on a wide range of topics by expert international authors all royalties from sales of this book are donated to the association to support tcr grants

Publisher : Routledge on 2012 / **ISBN :** 9781848728523

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