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Nota di contenuto	Contributors -- Reviewers -- Foreword: Joseph M. Sirgy -- PART I. THEORETICAL NOTE AND SUMMARIES -- Chapter 1. Quality of Life Marketing: An Introduction to the Topic; Helena Alves and José I. Vázquez -- Chapter 2. Case Content Summaries -- PART II. CASES -- Chapter 3. Case 1 - The Alliance for Appalachia (Case country: U.S.A.); Walter Wymer -- Chapter 4. Case 2 - Stakeholders' Reactions to an Upstream Intervention to improve Children's Diets (Case country: Australia); Simone Pettigrew and Melanie Pescud -- Chapter 5. Case 3 - Marketing Strategy of Museums: The Case of the New Acropolis Museum in Athens, Greece (Case country: Greece); Rodoula H. Tsiotsou and Eleni P. Mavragani -- Chapter 6. Case 4 - Communicating Town (Case country Slovakia); Anna Vaová, Alica Božiková and Miroslav Foret -- Chapter 7. Case 5 - Get Your Life into Gear (Case country: Ireland); Sinead Duane and Christine Domegan -- Chapter 8. Case 6 - Development of a Marketing Strategy for German Minority Association in Croatia (Case country: Croatia); Mirna Leko Šimi and Renata Trischler -- Chapter 9. Case 7 - Place Marketing and Residents' Perceptions of Improvements on Quality of Life (Case country: Portugal); Helena Alves and José L. Vázquez.-Chapter 10. Case 8 - Relationship Marketing in the Local Authority (Case country: Slovak Republik); Katarína Petříková and Anna Vaová -- Chapter 11. Case 9 -



The Role of Health Marketing in Educating the Demand for the Public Hospital Emergency Services (Case country: Spain); Juan Miguel Rey Pino -- Chapter 12. Case 10 - Hagar: From Darkness to Hope in Cambodia (Case country: Australia); Coralie Nancarrow, Rebecca Larsen, Sean Wriglew, Dave Webb -- Chapter 13. Case 11 - Organ Donation in Ireland: Can Social Marketing and Infrastructural Changes Improve Donation Rates (Case country: Ireland); Maurice Murphy -- Chapter 14. Case 12 - How a Municipality can serve the Elderly Public: The Case of the Ages Space (Case country: Portugal); Arminda de Paço -- Chapter 15. Case 13 - Preventing Diabetes-Related Amputations (Case country: Australia); Jessica Price -- Chapter 16. Case 14 - Qimaavik Women's Shelter (Case country: Canada); Anne Lavack -- Chapter 17. Case 15 - Improving Employees' Quality of Life (Case country: Spain); M. Isabel Sánchez-Hernández and M. Purificación García-Miguélez.

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#### Sommario/riassunto

This book is based on the premise that marketing is central to understanding and advancing companies, businesses, countries, major economic areas and every-day problems. It opposes the view held by some social scientists that the positive effects of marketing in a society are a product of capitalist enterprises and that marketing involves excessive exploitation and is a tool for creating and maintaining their power structures. To illustrate its point, the book examines successful marketing practices with implications for consumers' quality of life. Its compilation of cases from all over the world provides a unique and concise review of best practices in marketing and their impact on QOL. Each case in the book presents a specific social problem and discusses details of the marketing strategy adopted to resolve it, as well as the results obtained both for society at large and in terms of the citizens' quality of life. In addition, each case addresses the theoretical background of the specific area of marketing used in the case.

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