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| 1. Record Nr. | UNIBAS000015274 |
| Autore | Lang, Serge |
| Titolo | Cyclotomic fields 1. and 2. / Serge Lang ; with an appendix by Karl Rubin |
| Pubbl/distr/stampa | New York [etc.] : Springer, c1990 |
| ISBN | 0-387-96671-4 |
| Edizione | [combined 2. ed.] |
| Descrizione fisica | XVII, 433 p. ; 25 cm. |
| Collana | Graduate texts in mathematics ; 121 |
| Disciplina | 512.3 |
| Soggetti | Campi algebrici |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |

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| 2. Record Nr. | UNINA9911034955903321 |
| Autore | Lee Dong-Jin |
| Titolo | Happiness in the Marketplace : A Study of Consumption, Consumers and Wellbeing // by Dong-Jin Lee, M. Joseph Sirgy |
| Pubbl/distr/stampa | Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2025 |
| ISBN | 3-032-04443-X |
| Edizione | [1st ed. 2025.] |
| Descrizione fisica | 1 online resource (468 pages) |
| Collana | Social Indicators Research Series, , 2215-0099 ; ; 64 |
| Altri autori (Persone) | SirgyM. Joseph |
| Disciplina | 306 |
| Soggetti | Well-being Consumer behavior Quality of life Motivation research (Marketing) Well-Being Consumer Behavior Quality of Life Research Market Psychology |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | Part I: Introduction -- Chapter 1. Theoretical Framework -- Chapter 2. Views of Happiness -- Chapter 3. Consequences of General Happiness -- Chapter 4. Material Wellbeing -- Part II: Consumer Happiness -- Chapter 5. Constructs and Metrics of Consumer Happiness -- Chapter 6. Outcomes of Consumer Happiness -- Chapter 7. Determinants of Consumer Happiness -- Chapter 8. How to Enhance Consumer Happiness -- Part IV: Consumption Happiness -- Chapter 9. Constructs and Metrics of Consumption Happiness -- Chapter 10. Outcomes of Consumption Happiness -- Chapter 11. Antecedents of Consumption Happiness -- Part IV: How to Enhance Happiness in the Marketplace -- Chapter 12. How to Enhance Consumption Happiness -- Chapter 13. Happiness in Relation to Shopping -- Chapter 14. Happiness in Relation to Material Possessions -- Chapter 15. Happiness in Relation to Marketplace Experiences. |
| Sommario/riassunto | This book provides a systematic review and analysis of the literature on product-related, situational, organizational, and cultural factors |

influencing people's happiness in the marketplace. The authors, senior experts in the field, make specific recommendations to design and implement consumer wellbeing strategies. These recommendations are for marketing executives to maximize their effectiveness and help consumers achieve optimal levels of happiness (overall happiness, consumer happiness, and consumption happiness), which in turn could enhance organizational return on investment through customer loyalty, repeat patronage, sales, and profit. The book reviews and integrates learnings from the research on happiness in several fields of study, namely, quality-of-life studies, marketing, consumer studies, social psychology, and behavioral economics, and is of interest to marketing executives and academics from various fields working on consumers and consumer wellbeing.
