From the fields of Positive Psychology and Consumer Psychology:

1. Positive Psychology
      i. Well-being is a complex construct that concerns optimal experience and functioning. Current research on well-being has been derived from two general perspectives: the hedonic approach, which focuses on happiness and defines well-being in terms of pleasure attainment and pain avoidance; and the eudaimonic approach, which focuses on meaning and self-realization and defines well-being in terms of the degree to which a person is fully functioning. This review considers research from both perspectives concerning the nature of well-being, its antecedents, and its stability across time and culture.
      i. One area of positive psychology analyzes subjective well-being (SWB), people's cognitive and affective evaluations of their lives. Progress has been made in understanding the components of SWB, the importance of adaptation and goals to feelings of well-being, the temperament underpinnings of SWB, and the cultural influences on well-being.
      i. This book was important to the launch of the Positive Psychology movement that encouraged researchers and the public to focus on happiness, well-being etc. as something that could be actively pursued (in other words, achieving a state of human flourishing is way beyond simply minimizing depression, anxiety, etc., hence the moniker “positive psychology”).

2. Consumer Psychology
      i. This is the definitive, 32-chapter volume that intends to shift the field of consumer psychology towards a focus on issues of well-being. Various chapters address a wide variety of consumption related issues, their relationship to social and environmental concerns, and ideas and opportunities for improving well-being.
      i. This essay explores sustainable consumption and considers possible roles for marketing and consumer researchers and public policy makers in addressing the many sustainability challenges that pervade the planet.