



Lifestyle of Health and Sustainability. Die Wirtschaft der Zukunft? (German Edition)

Stefanie Aue

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Akademische Arbeit aus dem Jahr 2008 im Fachbereich Soziologie - Konsum und Werbung, Note: 1,5, Universität Siegen, Sprache: Deutsch, Abstract: Die Abkürzung LOHAS steht für Lifestyle of Health and Sustainability, was einen sich auf Gesundheit und Nachhaltigkeit gründenden Lebensstil meint. Anhänger dieses Trends beschäftigen sich in einem überdurchschnittlichen Maße mit ökologischen und sozialen Themen. Ihre politische Meinung zu diesen Themen, welche von Umweltverschmutzung über den Klimawandel bis hin zu einer Vielzahl von Menschenrechten reichen, drückt sich in ihrem Konsumverhalten aus, mit welchem sie politischen Druck aufbauen, um so die nationale und internationale Wirtschaft zu beeinflussen. Eine enorme Bedeutung spielen dabei die Werte der LOHAS, auf welche sich ihr Handeln gründet.

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