

Meaning

1. "What man actually needs is [not a tensionless state but] the striving and struggling for a worthwhile goal, a freely chosen task."
V. Frankl (1959, 2006), *Man's search for meaning*, p. 105.
2. "[Indeed, research shows that] when people are given electric shocks, they [actually] feel *less pain* when they believe they are suffering for something of great value."
D. Gilbert (2006), *Stumbling on Happiness*, p. 199.
3. "The next step in creating marketing with meaning is to think about your target audience as people first and consumers second."
B. Gilbreath (2010), *The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning*, p. 168.
4. "Almost every digital tool, whether designed for it or not, was commandeered by humans for a social purpose, [to create communities, facilitate communication, collaborate on projects, and enable social networking.]"
W. Isaacson (2014), *The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution*, p. 485.
5. "The pilgrim's life is a travel-towards-fulfilment, but 'fulfilment' in that life is tantamount to the loss of meaning."
Z. Bauman (2000), *Liquid Modernity*, p. 157.
6. "Changes in wealth, health, age, marital status, etc., tend not to matter as much as we think they will-[and yet we make our most important decisions in life based on these inaccurate assumptions.]"
S. Harris (2010), *The Moral Landscape: How Science Can Determine Human Values*, p. 183.
7. "[Others, such as Crucini (2003), show that] knowledge is [not an objective entity but] a social artefact that is imbued with discourses, power relationships, and cultural interpretations."
J. O'Mahoney (2010), *Management Consultancy*, p. 255.
8. "[And the arguments for this claim have themselves involved fairly modest claims, notably that] at least part of well-being can be characterized in terms of self-fulfillment, [and that facts about what makes us happy are important to who we are.]"
D. Haybron (2008), *The Pursuit of Unhappiness, The Elusive Psychology of Well-Being*, p. 194.
9. "People who achieve a sense of meaning in their lives are happier than those who live from one pleasure to another."
R. Layard (2005), *Happiness: Lessons from a New Science*, p. 22.
10. "[I have always believed that scientific research is another domain where a form of optimism is essential to success:] I have yet to meet a successful scientist who lacks the ability to exaggerate the importance of what he or she is doing, [and I believe that someone who lacks a delusional sense of significance will wilt in the face of repeated experiences of multiple small failures and rare successes, the fate of most researchers.]"
D. Kahneman (2011), *Thinking, Fast and Slow*, p. 264.
11. "The world is never accessible as a unity-it is available only as a condition and domain for the temporal processing of meaning."
N. Luhmann (2000), *Art as a Social System*, p. 107.
12. "[Indeed, a series of intriguing studies at the University of Missouri found that happy moods lead people to perceive their lives as more meaningful; for example,] the more positive emotion people experience during a particular day, the more meaningful they judge that day."
S. Lyubomirsky (2007), *The How of Happiness: A Scientific Approach to Getting the Life You Want*, p. 265.
13. "[It causes us to hold beliefs, and] we continue to hold beliefs which prove to be reliable guides to getting what we want."
R. Rorty (1999), *Philosophy and Social Hope*, p. 33

14. "We are not predestined to reach any goal, nor are we answerable to any power but our own."
E. Wilson (2014), *The Meaning of Human Existence*, p. 15.
15. "[Anatomically,] the prefrontal cortex must be active and integrated with other brain structures before something can be perceived meaningful."
J. Vittersø (2013), *Feelings, Meanings, and Optimal Functioning: Some Distinctions Between Hedonic and Eudaimonic Well-Being*, in A. Waterman (ed.), *The Best Within Us: Positive Psychology Perspectives on Eudaimonia*, p. 50.