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Spirituality: A Multidimensional Construct and Its Implications for Marketing
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Abstract

The present paper deals with the spiritual value that controls the brain activity of many thinkers as well as with the various definitions and characteristics tied up with it. The ultimate scope throughout this essay is to point out the multi-facets aspect of spirituality. Indeed, spirituality encompasses a personal, interpersonal, and transpersonal context. It revealed thus to be a multidimensional construct, entailing four dimensions namely meaningfulness of life (the goal of one's living), interconnectedness with people (the various relationships that one nourishes with others), transcendence (feeling of an inexplicable supernatural and divine power) and self-renewal (the relationship with one's self)