

**WELL-BEING**  
**Mastery of success in marketing and management**  
**Psyche and success**

**Authors:**

JANA Aleksić, PhD

BOJANA Blažević

**Reviewers:**

MIRJANA Landika, PhD

Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

ALEKSANDRA Vidović, PhD

Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

**Publisher:**

Pan-European University "APEIRON", Banja Luka, First edition, 2024

**Publishing manager:** DARKO Uremović

**Editor-in-chief:** ALEKSANDRA Vidović, PhD

**Proof-reading:** BOSILJKA Radosavac

**Translation:** JELENA Milašinović

**Technical editor:** SRETKO Bojić

**Cover design:** JANA Aleksić, PhD

**Printing:** MARKOS design&print studio, Banja Luka

**Print manager:** IGOR Jakovljević

**EDITION:**

Economics library – *Οἶκος νόμος* knj. 154

ISBN 978-99976-87-23-4

Based on Articles 254, 301, 302 of the Statute and the publication report of the Publishing Center Pan-European University "Apeiron", the Senate at its session held on March 1, 2024 adopts decision number: 1.3-133-5.1 /24, which approves the publication of this textbook.