

This thesis demonstrates that the gross domestic product, invented to measure market economic activity is often wrongly re-interpreted as welfare or well-being index. Further, it describes the on-going discussion about possible replacement of the gross domestic product as it does not reflect future needs.

The thesis is not intended to invent new measure, but rather to describe and sum up the most interesting ideas and think-tanks around the world to provoke further discussion on the topic. Additionally, selected alternative indices are introduced and compared to the gross domestic product. And last but not least, selected alternative approaches like subjective well-being and gross national happiness are present.