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Handbook of Marketing Scales Multi-Item Measures for Marketing and Consumer Behavior Research THIRD EDITION William O. Bearden University of South Carolina Richard G. Netemeyer University of Virginia Kelly L. Haws Texas A&M University ©SAGE Los Angeles | London | New Delhi Singapore | Washington DC

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The Marketing Book

Handbook of Marketing Scales, 2nd ed., Thousand Oaks, CA: Sage Publications, 537 pp., \$75. The first edition of the Handbook was published in 1993 and reviewed in The Journal of Consumer Affairs (Kahle 1994). The purpose of this book is to reference marketing or consumer behavior scales that meet the authors' criteria--scales with a theoretical ...

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