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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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Bearden, William O., Richard G. Netemeyer and Kelly L. Haws. Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research. 3rd ed. Thousand Oaks, CA: SAGE Publications, Inc., 2011. doi: 10.4135/9781412996761.

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Bearden et al. (2010): Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research. Sage. ISBN 1412980186; Bruner II, Gordon C. (2013): Marketing Scales Handbook, Volume 7. GCBII Productions, LLC. ISBN 0615846068; Keller et al. (2002): A Summary and Analysis of Multi-Item Scales Used in Logistics Research.

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