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Handbook of Marketing Scales (3rd edition) by Kelly L. Haws (Editor); William O. Bearden (Editor); Richard G. Netemeyer (Editor) Call Number: REF STACKS HF5415.3 .B323 2011. Additional Sources The Handbook of Brand Management Scales by Lia Zarantonello; Véronique Pauwels-Delassus Call Number: REF STACKS HF5415.3 .Z37 2015 << ...

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Bearden, W O & Netemeyer, R G1999, Handbook of marketing scales: multi-item measures for marketing and consumer behavior research, 2nd edn, SAGE Publications, Inc., Thousand Oaks, CA, viewed 10 December 2020, doi: 10.4135/9781452224923. Bearden, William O and Richard G Netemeyer.

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