



Marketing Scales Handbook, Volume IV: Consumer Behavior (Marketing Scales Series)

By Gordon C. Bruner, Paul J. Hensel, Karen E. James

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All new or new uses of previously developed scales in consumer behavior and advertising that appeared between 1998 and 2001. 654 scales are presented along with a description, the origin of the scale, reliability, validity, and other useful information for the academic and professional researcher. This volume includes two indices: by author and by publication.

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