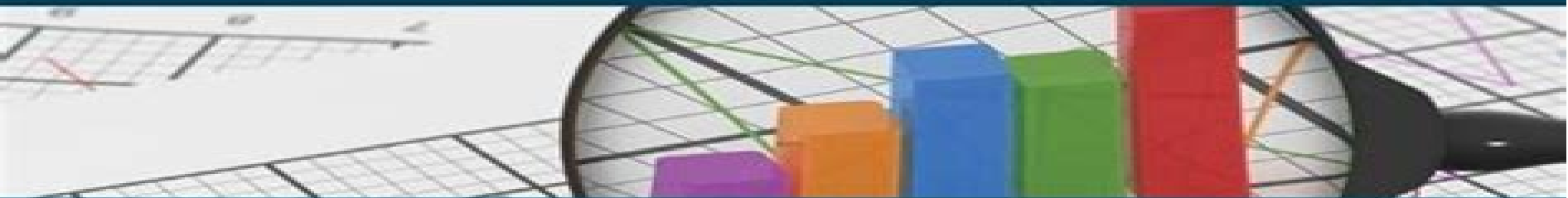


The Handbook of Marketing Scales



Multi-Item Measures for Marketing
and Consumer Behavior Research

THIRD EDITION

Edited by
William O. Bearden
Richard G. Netemeyer
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