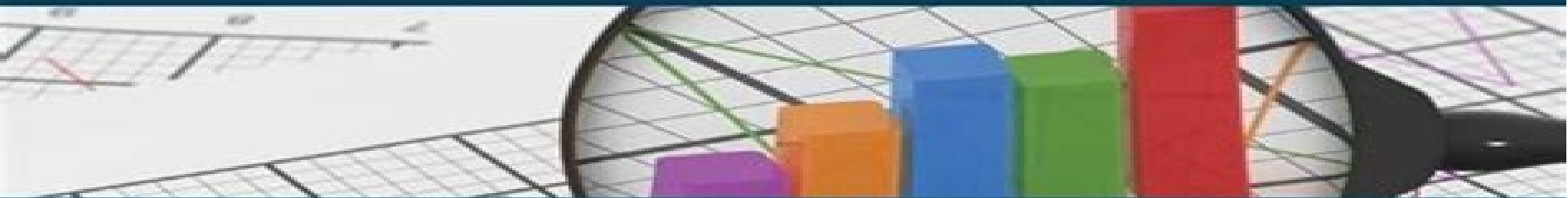


The Handbook of Marketing Scales



Multi-Item Measures for Marketing
and Consumer Behavior Research

THIRD EDITION

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William O. Bearden
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Handbook Of Marketing Scales Edition 3

Niels J. Blunch



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Handbook Of Marketing Scales Edition 3 Book Review: Unveiling the Magic of Language

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