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Handbook of Marketing Scales, 2nd ed., Thousand Oaks, CA: Sage Publications, 537 pp., \$75. The first edition of the Handbook was published in 1993 and reviewed in The Journal of Consumer Affairs (Kahle 1994).

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Bearden, W O & Netemeyer, R G 1999, 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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