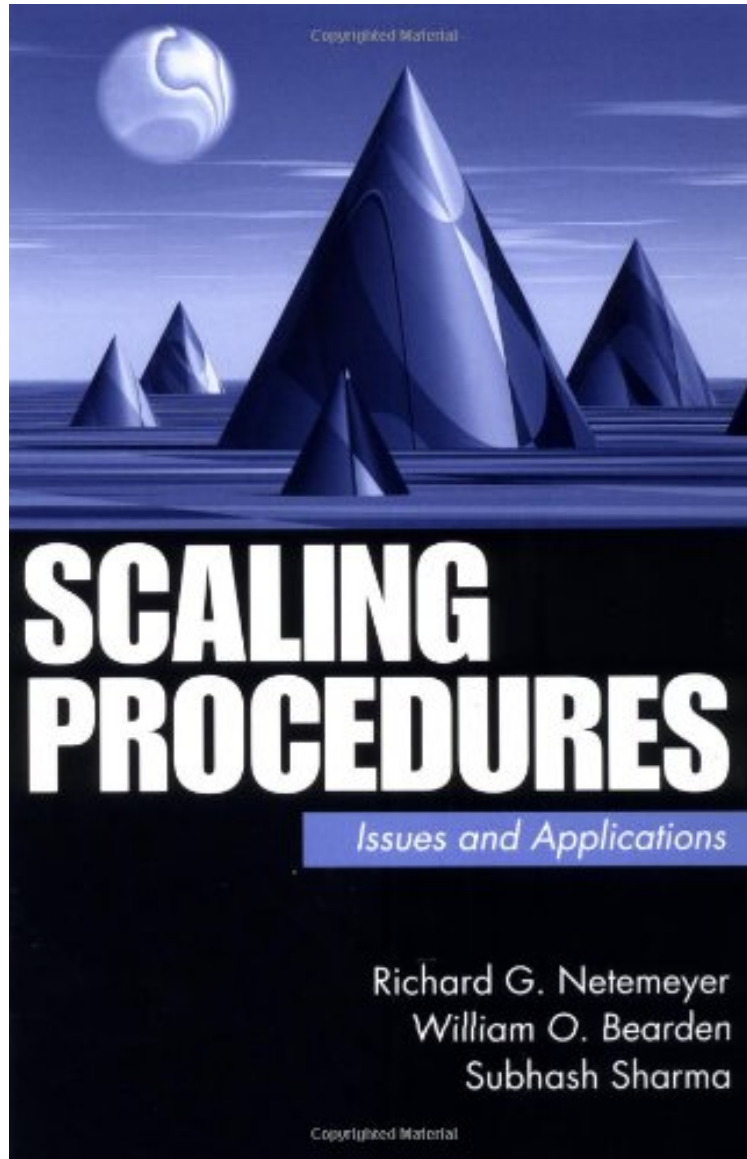


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Scaling Procedures: Issues and Applications

Richard G. Netemeyer, William O. Bearden, Subhash Sharma

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Richard G. Netemeyer, William O. Bearden, Subhash Sharma : Scaling Procedures: Issues and Applications before purchasing it in order to gage whether or not it would be worth my time, and all praised Scaling Procedures: Issues and Applications:

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Scaling Procedures: Issues and Applications examines the issues involved in developing and validating multi-item self-report scales of latent constructs. Distinguished researchers and award-winning educators Richard G. Netemeyer, William O. Bearden, and Subhash Sharma present a four-step approach for multi-indicator scale development. With these steps, the authors include relevant empirical examples and a review of the concepts of dimensionality, reliability, and validity. Scaling Procedures: Issues and Applications supplies cutting-edge strategies for developing and refining measures. Providing concise chapter introductions and summaries, as well as numerous tables, figures, and exhibits, the authors present recommended steps and overlapping activities in a logical, sequential progression.

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"Personnel Psychology Book Section "-I recommend this book to any researcher (graduate student, academic, social scientist) who is considering developing a summated rating scale. For those who are already sophisticated in psychometrics and data analysis (factor analysis and generalizability theory analysis), the book provides a clear outline of what needs to be done.---Robert G. Jones -Personnel Psychology Book Section - "I recommend this book to any researcher (graduate student, academic, social scientist) who is considering developing a summated rating scale. For those who are already sophisticated in psychometrics and data analysis (factor analysis and generalizability theory analysis), the book provides a clear outline of what needs to be done." (Robert G. Jones Personnel Psychology Book Section)About the AuthorRichard G. Netemeyer is the Ralph E. Beeton Professor of Free Enterprise in the Marketing Division and Senior Associate Dean at the McIntire School of Commerce at the University of Virginia, Charlottesville, VA. He received his Ph.D. in Business Administration with a specialization in Marketing from the University of South Carolina in 1986. He was a member of the Marketing faculty at the E. J. Ourso School of Business at Louisiana State University from 1986 to 2001. In 2001, he joined the McIntire School of Commerce. Professor Netemeyers research has appeared in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Applied Psychology, OBHDP, Marketing Science, American Journal of Psychiatry, American Journal of Public Health, and others. He is a co-author of two textbooks pertaining to measurement and psychometrics, and is a member of the editorial review boards of Journal of Consumer Research, Journal of Marketing, and the Journal of Public Policy Marketing.