



Scaling Procedures: Issues and Applications

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

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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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Review

"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 Review Section*)

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About the Author

Richard 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 Netemeyer's 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*.

William O. Bearden is the Distinguished Professor Emeritus and former Bank of America Chaired Professor of Marketing at the University of South Carolina. He is currently on the editorial review boards of *JCR*, *JMR*, *JM*, and *JCP*. He served as an Associate Editor for *JCR* during 1999-2002. Professor Bearden has received both the University Amoco Teaching Award, that is presented annually to one faculty member, and the University Mungo Award for Teaching Excellence. He has twice been awarded the Moore School of Business Teacher of the Year Award and recognized as a faculty initiate in Mortar Board, ODK, Beta Gamma Sigma, and Golden Key, and received the 2004 University Educational Foundation Research Award for Professional Schools and the 2005 University Trustee Professorship Award. Professor Bearden serves as the University SEC Faculty Athletic Representative and received the first Distinguished Service Award from the *Journal of Consumer Research* in 2006. His research interests include consumer behavior, marketing research, pricing, and the evaluation of promotions. He was faculty co-director for the University Lilly Teaching Fellows Program from 1992-1995. Bill has published over twenty-five articles in the *Journal of Marketing Research*, the *Journal of Marketing*, and the *Journal of Consumer Research*, as well as having a number of other publications. He has coauthored *Marketing Principles and Perspectives*, 5th Edition, 2006, Irwin/McGraw-Hill, Inc.

Dr. Subhash Sharma is James F. Kane Professor of Marketing, Marketing Department, Darla Moore School of Business, the University of South Carolina. Professor Sharma's research interests include Marketing strategy, structural equation modeling, data mining, customer relationship management, marketing-operations interface, and global marketing strategies.

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