

Book Review

Scaling Procedures: Issues and Applications.

Richard G. Netemeyer, William O. Bearden, and Subhash Sharma. Thousand Oaks: Sage Publication, 2003, 206 pp. ISBN: 0-7619-2027-7

Even though the title is so common and simple, this book contains many useful strategies for developing and refining measures of latent social-psychological constructs. The authors wish to discuss issues involved in developing and validating multi-item scales, especially in the self-report and paper-and-pencil format. These choices are indeed useful bearing in mind that effective measurements are the cornerstones of scientific research, yet many social science researchers still craving for tools and hands on guidelines for developing appropriate assessment instruments.

The authors are academics and practitioners who specialize in marketing. They come from two different higher education institutions (University of Virginia and University of South Carolina). These prominent lecturers, researchers, authors and practitioners were collaborating to present a concise approach for a multi-indicator scale development. Although their experiences and expertise are focused on the marketing and business sectors, their work is still applicable outside those disciplines. Their authentic and up-to-date cases and examples are also still widely relevant. Herewith are descriptions of the three authors.

The first author, Richard G. Netemeyer, is currently a Professor of Commerce at the McIntire School of Commerce at the University of Virginia, specializing in consumer and organizational behavior topics with a methodological focus on

measurement and structural equation modeling. His works have appeared in *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Applied Psychology*, *OBHDP*, and others. He is also a co-author of two textbooks pertaining to measurement and psychometrics. His other professional activity is serving as member of editorial review boards of *Journal of Consumer Research* and *Journal of Public Policy & Marketing* (McIntire School of Commerce, 2005). Faculty directory: Richard G. Netemeyer. [On-line], retrieved March 21, 2005, from:

http://www.commerce.virginia.edu/faculty_research/staff_directory/netemeyer.html

William O. Bearden as the second author is the Bank of America Chaired Professor of Marketing at the Moore School of Business at the University of South Carolina, is currently on the editorial review boards of *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Journal of Retailing*, and *Marketing Education Review*. Bearden served for six years on the Board of Directors for the American Marketing Association. He was President of the Academic Division of the American Marketing Association and President of the Southern Marketing Association. Bearden also received some teaching awards from the University of South Carolina and the Alfred G. Smith Darla Moore School of Business. His teaching and research