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	Sommario/riassunto	"The Marketing Scales Handbook series is the longest-running set of books that provide reviews of multi-item measures used in scholarly studies of consumer behavior. This volume picks up where the previous volume ended and has reviews of 400 scales that were reported in top marketing journal articles published in 2018 and 2019. These scales are new to the series and were not in any of the previous volumes. Each review provides the scale items (questions, statements, or semantic differentials) as well as information about the scale's origin, previous users, and measurement quality. The bulk of the scales in this book involve topics typical to the series such as brands, advertising, stores, purchasing, and pricing. Measures of other topics in this volume have to do with a variety of other topics including investing and other aspects of personal finance, love and romance, health, relationships, responsibilities, salespeople, donating, self-efficacy, social media, reality, superiority, threats, and touch. As with the rest of the series, this book is a unique and valuable resource for researchers in a variety of fields who want tested and reliable measures of attitudes, emotions, or traits for their studies of consumers or other groups of respondents such as viewers, patients, patrons, or citizens. Many of the measures

could also be used in business settings when studying employees, members, or administrators ... " --