economic theory. How much better it would be to work from a theoretical framework which accommodated a range of motivational considerations, uncertainty, and imperfect information. Could it be that difficulties encountered within the profession are themselves linked to weaknesses in the theoretical base?

This is at least plausible, which means that Baxter's effort should be applauded. Flaws in *Behavioral Foundations of Economics* should be assessed in light of the scope of the undertaking. Who adds more to our understanding, the person who falls short with a more ambitious effort or the one who is technically correct in a sterile exercise? Those chilled by the prospect of another paper that retills well-worked soil will find Baxter's work refreshing. One can almost guarantee that most readers will find it stimulating and provocative.

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Bearden, William O., Richard G. Netemeyer, and Mary F. Mobley, editors, *Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research,* Newbury Park, CA: Sage (in cooperation with the Association for Consumer Research), 1993, 353 pp., $39.95.

Bruner, Gordon C. II, and Paul J. Hensel, *Marketing Scales Handbook: A Compilation of Multi-Item Measures,* Chicago: American Marketing Association, 1992, 1315 pp., $149.95.

These books are the most dangerous consumer research publications in memory. Both provide consumer researchers with a plethora of easily administered scales and questionnaires, which one can readily misapply to almost any situation in which one might want to conduct research. These books tempt novices to measure constructs mindlessly in meaningless contexts, resulting in garbage research by people who have never even heard of the controversy about self-report measures stated by Mischel (1968) or who know none of the limitations of this type of research. Yet in the hands of skilled researchers who understand the limits as well as benefits of standardized measures, these sorely needed books are fantastic aids to scholarship. Both books provide admirable, painstaking scholarship, which painstaking scholars will admire.

Bearden, Netemeyer, and Mobley explicitly wanted to achieve for marketing and consumer measures what Robinson and Shaver (the current edition is Robinson, Shaver, and Wrightsman 1991) did for social psychological measures. Undoubtedly the same motive influenced the production of the expensive volume by Bruner and Hensel. Both books provide brief descriptive and psychometric reviews of many consumption and marketing measures—124 in Bearden, Netemeyer, and Mobley and 588 in Bruner and Hensel. Both provide a competent caption of the idea and validity information for each scale, and then each presents the items in a form a scholar can easily replicate. Undoubtedly many researchers will begin new projects by raiding these books.

When fishing for scales to include, Bearden, Netemeyer, and Mobley cast their net farther but also used wider mesh. They included scales reported since 1964 in ten marketing-related journals and two proceedings, whereas Bruner and Hensel limited their review to six of these journals and the decade of 1980. Neither review *The Journal of Consumer Affairs,* although Bearden, Netemeyer, and Mobley included the *Journal of Public Policy and Marketing.* Bearden, Netemeyer, and Mobley also restricted inclusion to measures with a "reasonable theoretical base and/or conceptual definition" (1) and excluded "dependent or independent variables that were not derived through scale development procedures" (2). Both sought accessible, multi-item, self-report measures used in consumer and marketing research. Both included measures of traits, involvement, advertising responses, sales, and a host of attitudes. Both included many measures of interest to scholars who identify with *The Journal of Consumer Affairs.* However, only 36 scales are common to both books, which is a curious result considering the large overlap in goals and strategies between the two books. One implication of this lack of overlap is that the two books may be viewed as complementary rather than competitive. Another implication is that the books are not nearly as similar as they seem at first glance.

The treatment of my work is illustrative of why the two similar approaches have such different results. Bruner and Hensel cite and review many more examples of what I have done than do Bearden, Netemeyer, and Mobley, but the measures of mine that Bruner and Hensel picked were originally intended to be merely competent dependent variables not formal measurement scales. My collaborators and I often use multi-item dependent variables with reported reliability. When these measures correlate significantly with theoretically related constructs, this provides evidence of validity. Therefore, my work often passed the standard for inclusion in Bruner and Hensel. However, the one formal measurement instrument with which I am associated, the List of Values (LOV), is evaluated only by Bearden, Netemeyer, and Mobley, in spite of the fact that it was used on several occasions within the time frame and reported in journals reviewed by both research teams. With the LOV, we set out purposefully to follow a program of research based on the rules of scale development, resulting in better documentation of the implications of the scale and attracting the attention of Bearden, Netemeyer, and Mobley. Clearly both books omit some significant scales.

Bearden, Netemeyer, and Mobley consulted with more scholars as part of their decisions for inclusion of specific scales, apparently using an inclusion rule based partly on the sociology of knowledge and emphasizing major measures. Bruner and Hensel, on the other hand, used a strictly empirical standard that usually noted everything, including minor measures. The result is that Bearden, Netemeyer, and Mobley review most of the important scales and have a much higher ratio of truly noteworthy scales to merely interesting measures. Both books received organizational backing—Bearden, Netemeyer, and Mobley from the Association for Consumer Research and Bruner and Hensel from the American Marketing Association. To some extent each book reflects its organizational roots.

Scholars who want to use either book must understand that atheoretical research rarely contributes meaningfully to knowledge. As the proverb goes, if you give children hammers, they will pound nails. They will also pound tables, walls, dishes, and micro-electronic devices. After pounding the micro-electronic devices, they may even conclude that hammers are not very useful for fixing things. The scales in these books like hammers are easy to use in a variety of contexts, both appropriate and inappropriate. If researchers apply these scales without good theory, without understanding the importance of situations, without knowing the limits of measures of individual differences, and without careful definition of goals, we may have many dissatisfied, disappointed researchers who discover that mindless use of scales cannot fix consumer research, just as hammers cannot fix micro-electronic devices.

Travel with these books is dangerous. Without a guide who knows the way, travelers may get lost, frustrated, or eaten. With a good guide and map, these books could lead to exciting new vistas. Use them, but use them wisely!

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Bird, Edward J., *The Welfare Cost of Income Uncertainty: A Nonparametric Analysis of Households in the United States and Western Germany,* Frankfurt: Campus Verlag and Boulder, CO: Westview Press, 1993, 207 pp., $45.00.

Substantial efforts have been made to determine the cost of social welfare spending to society. In contrast, not much empirical knowledge is available about the benefits of the welfare state. Edward J. Bird tries to address this omission.

One important justification for social welfare spending is the provision of a 'safety net,' that is, knowing that if income falls below a certain level, transfer payments will be available from the government to, at least partially, make up for lost income. Do social welfare programs actually provide income security? Bird's book, a dissertation, reports on an empirical study that estimates a monetary value for changes in people's welfare, attributable to the reduction of 'income uncertainty' by the U.S. tax-transfer system. The study is