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More for your list ... this time concerning the WebQUAL Audit http://WebQUALAudit.com/


I saw your post on Elmar. Another instrument to check out is available at http://www.webqual.co.uk/


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Various of my supervisees have evaluated web sites. Not exactly a scale this article may be of interest http://home.wmin.ac.uk/marketingresearch/Supervision/mcnally99.htm


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