

CDC MessageWorks: designing and validating a social marketing tool to craft and defend effective messages

Cole GE, Keller PA, Reynolds J, Schaur M, Krause D.

Social marketing quarterly

2016; 22(1):3-18

ARTICLE IDENTIFIERS

DOI: 10.1177/1524500415614817

PMID: 26877714

PMCID: PMC4750110

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 1524-5004

eISSN: 1539-4093

OCLC ID: not available

CONS ID: not available

US National Library of Medicine ID: not available

This article was identified from a query of the SafetyLit database.