

Localization of relevant consequences in anti-drinking and driving PSAs (public service announcements): a new approach to targeting underage college students?

Gotthoffer AR.

Health marketing quarterly

1999; 16(2):17-37

ARTICLE IDENTIFIERS

DOI: unavailable

PMID: 10538732

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 0735-9683

eISSN: 1545-0864

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.