

An experiment in designing effective warning labels

Gorn GJ, Lavack AM, Pollack CR, Weinberg CB.

Health marketing quarterly

1996; 14(2):43-61

ARTICLE IDENTIFIERS

DOI: unavailable

PMID: 10164447

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.