

The role of gender and personality traits in response to ads using violent images to promote consumption of sports entertainment

McDaniel SR, Lim C, Mahan JE.

Journal of business research

2007; 60(6):606-612

ARTICLE IDENTIFIERS

DOI: 10.1016/j.jbusres.2006.06.009

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 77643139

pISSN: 0148-2963

eISSN: not available

OCLC ID: 03291849

CONS ID: sc 81001050

US National Library of Medicine ID: 101087747

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