

Validity, reliability, and applicability of psychophysiological techniques in marketing research

Wang YJ, Minor MS.

Psychology and marketing

2008; 25(2):197-232

ARTICLE IDENTIFIERS

DOI: 10.1002/mar.20206

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 0742-6046

eISSN: 1520-6793

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.