

Word of mouth communication within online communities: Conceptualizing the online social network

Brown J, Broderick AJ, Lee N.
Journal of interactive marketing
2007; 21(3):2-20

ARTICLE IDENTIFIERS

DOI: 10.1002/dir.20082
PMID: unavailable
PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available
pISSN: 1094-9968
eISSN: 1520-6653
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.