

The Use of Vivid Stimuli to Enhance Comprehension of the Content of Product Warning Messages

Kelley CA, Gaidis WC, Reingen PH.

Journal of consumer affairs

1989; 23(2):243-266

ARTICLE IDENTIFIERS

DOI: 10.1111/j.1745-6606.1989.tb00247.x

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 0022-0078

eISSN: 1745-6606

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.