

## **Alcohol marketing on YouTube: exploratory analysis of content adaptation to enhance user engagement in different national contexts**

Gupta H, Lam T, Pettigrew S, Tait RJ.  
BMC public health  
2018; 18(1):e141

### **ARTICLE IDENTIFIERS**

DOI: 10.1186/s12889-018-5035-3  
PMID: 29338704  
PMCID: not available

### **JOURNAL IDENTIFIERS**

LCCN: 2001227315  
pISSN: not available  
eISSN: 1471-2458  
OCLC ID: 47666345  
CONS ID: not available  
US National Library of Medicine ID: 100968562

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