

Social media advocacy and gun violence: applying the engagement model to nonprofit organizations' communication efforts

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Public relations review

2022; 48(2):e102173

ARTICLE IDENTIFIERS

DOI: 10.1016/j.pubrev.2022.102173

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 0363-8111

eISSN: not available

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.