

Can scientific journals benefit from a social media presence? An analysis of online traffic data and author perspectives

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Research and practice in thrombosis and haemostasis

2024; 8(3):e102387

ARTICLE IDENTIFIERS

DOI: 10.1016/j.rpth.2024.102387

PMID: 38617045

PMCID: PMC11015501

JOURNAL IDENTIFIERS

LCCN: 2016209637

pISSN: not available

eISSN: 2475-0379

OCLC ID: 962935960

CONS ID: not available

US National Library of Medicine ID: 101703775

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