

The effectiveness of same-sex versus opposite-sex role models in advertisements to reduce alcohol consumption in teenagers

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Addictive behaviors

1994; 19(1):69-82

ARTICLE IDENTIFIERS

DOI: unavailable

PMID: 8197895

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 76645954

pISSN: 0306-4603

eISSN: 1873-6327

OCLC ID: 01343464

CONS ID: not available

US National Library of Medicine ID: 7603486

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