

The effect of earned and paid media strategies in high visibility enforcement campaigns

Milano M, McInturff B, Nichols JL.

Journal of safety research

2004; 35(2):203-214

ARTICLE IDENTIFIERS

DOI: 10.1016/j.jsr.2004.03.004

PMID: 15178240

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 78009062

pISSN: 0022-4375

eISSN: 1879-1247

OCLC ID: 01800052

CONS ID: not available

US National Library of Medicine ID: 1264241

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