Drivers' perception of two seatbelt wearing advertisements with different emotional appeals and cultural settings

Tay R. Journal of the Australasian College of Road Safety 2011; 22(4):82-89

ARTICLE IDENTIFIERS

DOI: unavailable PMID: unavailable PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available pISSN: 1832-9497 eISSN: not available OCLC ID: 224612589 CONS ID: not available US National Library of Medicine ID: not available

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