The neglected alliance: human factors and market research

Cannon TG, Hasty RW. Proceedings of the Human Factors and Ergonomic Society annual meeting 1976; 20(5):113-117

ARTICLE IDENTIFIERS

DOI: 10.1177/154193127602000503 PMID: unavailable PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available pISSN: 2169-5067 eISSN: 1541-9312 OCLC ID: 28563946 CONS ID: not available US National Library of Medicine ID: 9420718

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