

**The success of the 'Pinkie' campaign -- Speeding. No one thinks big of you:
a new approach to road safety marketing**

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Proceedings of the Australasian College of Road Safety conference
2008; 4(Non-PR):390-395

ARTICLE IDENTIFIERS

DOI: unavailable

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: not available

eISSN: not available

OCLC ID: not available

CONS ID: not available

US National Library of Medicine ID: not available

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