

Hails from the crypt: a terror management health model investigation of the effectiveness of health-oriented versus celebrity-oriented endorsements

McCabe S, Vail KE, Arndt J, Goldenberg JL.

Personality and social psychology bulletin

2014; 40(3):289-300

ARTICLE IDENTIFIERS

DOI: 10.1177/0146167213510745

PMID: 24201291

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 77649010

pISSN: 0146-1672

eISSN: 1552-7433

OCLC ID: 02878896

CONS ID: not available

US National Library of Medicine ID: 7809042

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