

Defining strategies for promoting product through 'drink responsibly' messages in magazine ads for beer, spirits and alcopops

Smith KC, Cukier S, Jernigan DH.

Drug and alcohol dependence

2014; 142:168-173

ARTICLE IDENTIFIERS

DOI: 10.1016/j.drugalcdep.2014.06.007

PMID: 24999061

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 75647592

pISSN: 0376-8716

eISSN: 1879-0046

OCLC ID: 01847307

CONS ID: not available

US National Library of Medicine ID: 7513587

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