

# **Influence of sexual appeal in roadside advertising on drivers' attention and driving behavior**

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PLoS one

2019; 14(5):e0216919

## **ARTICLE IDENTIFIERS**

DOI: 10.1371/journal.pone.0216919

PMID: 31095616

PMCID: not available

## **JOURNAL IDENTIFIERS**

LCCN: 2006214532

pISSN: not available

eISSN: 1932-6203

OCLC ID: 228234657

CONS ID: not available

US National Library of Medicine ID: 101285081

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