

## **New Zealand Drink-driving Statistics: The Effectiveness of Road Safety Television Advertising**

MacPherson T, Lewis T.

Marketing bulletin

1998; 9:-

### **ARTICLE IDENTIFIERS**

DOI: unavailable

PMID: unavailable

PMCID: not available

### **JOURNAL IDENTIFIERS**

LCCN: not available

pISSN: 1176-645X

eISSN: 0113-6895

OCLC ID: not available

CONS ID: not available

US National Library of Medicine ID: not available

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