

**Targeted advertising: documenting the emergence of Gun Culture 2.0 in  
Guns magazine, 1955-2019**

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Palgrave communications

2020; 6(1):1-9

**ARTICLE IDENTIFIERS**

DOI: 10.1057/s41599-020-0437-0

PMID: unavailable

PMCID: not available

**JOURNAL IDENTIFIERS**

LCCN: 2016260034

pISSN: not available

eISSN: 2055-1045

OCLC ID: 911020241

CONS ID: not available

US National Library of Medicine ID: 101685620

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