

Social advertising effectiveness in driving action: a study of positive, negative and coactive appeals on social media

Yousef M, Dietrich T, Rundle-Thiele S.

International journal of environmental research and public health
2021; 18(11)

ARTICLE IDENTIFIERS

DOI: 10.3390/ijerph18115954

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 2005243248

pISSN: 1661-7827

eISSN: 1660-4601

OCLC ID: 57519745

CONS ID: not available

US National Library of Medicine ID: 101238455

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