

Bringing behavior-analytic theory to eco-driving research: verbal rules mediate the effectiveness of feedback for professional and civilian drivers

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Behav. Soc. Iss.

2021; 30(1):612-631

ARTICLE IDENTIFIERS

DOI: 10.1007/s42822-020-00045-9

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 1064-9506

eISSN: 2376-6786

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.