

# **Corporate social counterpositioning: how attributes of social issues influence competitive response**

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Strategic Management Journal

2022; ePub(ePub):ePub

## **ARTICLE IDENTIFIERS**

DOI: 10.1002/smj.3461

PMID: unavailable

PMCID: not available

## **JOURNAL IDENTIFIERS**

LCCN: 83644036

pISSN: 1097-0266

eISSN: 0143-2095

OCLC ID: 05468579

CONS ID: sn 79007410

US National Library of Medicine ID: 101273210

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