

Is 1/10 > 10/100? The effect of denominator salience on perceptions of base rates of health risk

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International journal of research in marketing

2008; 25(4):327-334

ARTICLE IDENTIFIERS

DOI: 10.1016/j.ijresmar.2008.07.006

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 0167-8116

eISSN: not available

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.