

Publication

Accessibility revisited : when and how it is diagnostic for consumer judgments

ConferencePaper (Artikel, die in Tagungsbänden erschienen sind)

ID 80786

Author(s) Menon, G; Wanke, M

Author(s) at UniBasel [Wänke, Michaela](#) ;

Year 1998

Title Accessibility revisited : when and how it is diagnostic for consumer judgments

Editor(s) Alba, JW and Hutchinson, JW

Book title (Conference Proceedings) Advances in consumer research

Volume 25

Place of Conference 25th Annual Conference of the Association-for-Consumer-Research, DENVER, COLORADO, OCT 16-19, 1997

Publisher Association for Consumer Research

Place of Publication Duluth, Minn.

Pages S. 264-265

ISSN/ISBN 0-915552-40-X

Series title ADVANCES IN CONSUMER RESEARCH

edoc-URL <http://edoc.unibas.ch/dok/A5250739>

Full Text on edoc No;

ISI-Number 000075790200063

Document type (ISI) inproceedings