

Research in contraceptive social marketing communication

Pakistan

Field research in contraceptive social marketing (published by BMZ: Forschungsberichte Band 121, Weltforum Verlag, 1997). Key area: marketing communication

Client: Research Department, Federal Ministry for Economic Cooperation and Development – BMZ , 1997



Conference of
Green Star
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Interviews at
Point-of-Sales
of Social
Marketing
Condoms