

委託先：関東学院大学

令和5年度 カジノ広告勧誘に関する文献調査

参考文献及び内容の一覧表

【第1章 青少年に対して訴求力を持つマーケティングの手法や特徴】種別：学術論文⇒学、報告書等の資料⇒資

| 資料番号 | 種別 | 論文／資料タイトル | 発行年 | 筆者 | 掲載誌名 | 巻(号) | 頁 | カジノ広告の規制や制度設計のために直接役立つようなエビデンスを備えた論文 | カジノ広告の規制や制度設計のために間接的に役立つ参考になる論文と資料 | カジノ広告の在り方を考える上で参考になるポイントやアイデアを提供している論文と資料 |
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委託先：関東学院大学

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