

Analisis segmentation, targeting dan positioning produk TV LCD 32 inci sebagai strategi pemasaran

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=126960&lokasi=lokal>

Abstrak

Liquid crystal display Television (LCD TV) has been introduced since the beginning of 2005. Through the implementation of the flat screen monitor technology, LCD TV becomes slim and the resulting picture becomes much clearer....