

**Analisis penciptaan nilai dalam bisnis retail bahan bakar minyak (Studi kasus SPBU A) = Analysis of value innovation creation on Petrol Station business in Indonesia(Case Study : Petrol Station A).**

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Abstrak

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Judul : Analisis Penciptaan Nilai Keunggulan Bersaing dalam Bisnis Ritel Bahan Bakar Minyak (Studi Kasus SPBU A)

Kata kunci:

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Study Program : Magister Management

Title : Analysis of Value Innovation Creation on Petrol Station Business in Indonesia(Case Study : Petrol Station A).

Key words:

Value Innovation, Petrol Station, Retail;Name : David Haryanto

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