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## Proceedings of the 2nd Advances in Business Research International Conference : ABRIC2016

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20510932&lokasi=lokal

Abstrak

This book contains the refereed proceedings of the 2nd Advances in Business Research International Conference (ABRIC2016). The book serves as a helpful resource for students and researchers of business management, especially in understanding issues and cases of business in emerging economies and markets

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