

personal branding seorang pemimpin partai ataupun calon legislatif yang dapat digunakan untuk meningkatkan brand equity dari partai tersebut.

- MarkPlus harus tetap menjaga standar kualitas dan mempertahankan brand equity yang sejalan dengan personal branding Hermawan Kartajaya, karena keduanya berkaitan erat dan saling mempengaruhi.

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