

Judul:

Strategic brand management: building, measuring, and managing brand equity / Kevin Lane Keller

Pengarang/Penulis:

Keller, Kevin Lane

Subjek:

Brand Name Product -- Management; Strategic Management

Nomor Panggil:

[658.401 2 KEL s (1), 658.401 2 Kel s (2)]

Tahun:

Pearson Prentice Hall

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