

## Universitas Indonesia Library >> Buku Teks

**Judul:**

Strategic brand management: building, measuring, and managing brand equity

**Pengarang/Penulis:**

Keller, Kevin Lane, author

**Subjek:**

Brand Name Product -- Management; Strategic Management

**Nomor Panggil:**

658.401 2 KEL s

**Penerbitan:**

Pearson Prentice Hall

**Link Terkait:**

- [Deskripsi Bibliografi](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)