

## Universitas Indonesia Library >> Buku Teks

**Judul:**

The Psychology of Advertising

**Pengarang/Penulis:**

**Subjek:**

Advertising--Psychological aspects; Consumers--Attitudes

**Nomor Panggil:**

659.1 PSY

**Penerbitan:**

Office of Instructional Development University of Maryland University  
College

**Link Terkait:**

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