

Judul:

Manajemen Ekuitas Merek = Managing brand equity : capitalizing on the value of a brand name

Pengarang/Penulis:

Aaker, David A., author

Subjek:

Use of brands and trademarks; Brand name products--Valuation--United States--Management; Intangible property--Valuation |z United States--Management

Nomor Panggil:

658.827 AAK mt

Penerbitan:

Mitra Utama

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