

Judul:

Analisis strategi Marketing Public Relations PT.Bank Rakyat Indonesia (Persero)Tbk, dalam mempromosikan kartu kredit BRI Platinum (studi kasus Sponsorship Event Jakarta Fashion Week 2011) = Public Relations Marketing strategy analysis of PT.Bank Rakyat Indonesia (Persero) Tbk, in promoting the BRI credit card Platinum (case studies Sponsorship Event Jakarta Fashion Week 2011)

Pengarang/Penulis:

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Subjek:

Bank marketing; Public relations

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