

***Judul:***

Analisis pengaruh brand image terhadap overall satisfaction dan loyalty intention : studi kasus Blue Bird Group Indonesia = Analysis of the effect of brand image on overall satisfaction and loyalty intention : case study of Blue Bird Group Indonesia / Siti Indira Tiziomi

***Pengarang/Penulis:***

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***Subjek:***

Branding (Marketing) ; Brand name products

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