

Judul:

Analisis pengaruh monetary dan non-monetary sales promotion terhadap brand awareness, perceived quality, dan brand loyalty perusahaan ritel : studi kasus PT. Carrefour Indonesia = The analysis of influence of monetary and non-monetary sales promotion toward brand awareness, perceived quality, and brand loyalty in retail : case study PT. Carrefour Indonesia

Pengarang/Penulis:

Sinaga, Paramita, author

Subjek:

Marketing

Nomor Panggil:

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