

Judul:

Dampak dari variabel sales promotion dan variabel channel of distributions terhadap attitude toward brand dan purchase intention studi kasus dancow calcium plus = The effect of sales promotion variable premium sampling channel of distributions supermarket hypermarket variable to attitude toward brand and purchase intention dancow calcium plus case study

Pengarang/Penulis:

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Subjek:

Branding (Marketing); Sales promotion

Nomor Panggil:

T-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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