

Judul:

Pengukuran kesadaran merek konsumen pada iklan outdoor (studi pada iklan outdoor merek freshcare dalam commuter line PT KAI Commuter Jabodetabek = The Measurement of brand awareness on outdoor advertising (studies in the outdoor advertising of freshcare in Commuter Line PT KAI Commuter Jabodetabek

Pengarang/Penulis:

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Subjek:

Branding (Marketing); Advertising, Outdoor

Nomor Panggil:

S55558

Penerbitan:

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