

Judul:

Analisis peran sponsorship exposure dan activity involvement dalam pengaruh sponsorship terhadap brand image : studi kasus Clear terhadap Java Jazz festival 2014 = Sponsorship effects on brand image the role of exposure and activity involvement : case study Clear sponsorship at Java Jazz festival 2014

Pengarang/Penulis:

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Subjek:

Branding (Marketing); Performing arts sponsorship

Nomor Panggil:

S55573

Penerbitan:

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