

Judul:

Analisis pengaruh overall advertising involvement terhadap brand attitude serta dampaknya terhadap consumer behavior = Analysis of the effect of overall advertising involvement on brand attitude and its impact on consumer behavior

Pengarang/Penulis:

Fajar Nurrohman Haryadi, author

Subjek:

Overall advertising involvement

Nomor Panggil:

T43430

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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