

Judul:

Analisis pengaruh store image dan anchor brand terhadap private label brand di Matahari Department Store = The analysis of store image and anchor brand influences to private label brand at Matahari Department Store

Pengarang/Penulis:

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Subjek:

House brands -- Matahari Department Store; Quality of products

Nomor Panggil:

T-Pdf

Penerbitan:

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