

Judul:

Pengaruh efektivitas event marketing terhadap buying intention produk speedy instan (studi kasus : speedy national basket league) = Effect of event marketing effectiveness against buying intention speedy instan products (case study : speedy national basket league) / Mustakim Wahyudi

Pengarang/Penulis:

Mustakim Wahyudi, author

Subjek:

Event-Marketing; Special events -- Marketing; Brand

Nomor Panggil:

T-Pdf

Penerbitan:

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