

Judul:

Analisis pengaruh kapabilitas pemasaran terhadap kinerja pengembangan produk baru: studi kasus divisi sepeda motor PT Suzuki Indomobil Motor = An analysis of influence of marketing capabilities on performance of new product development: case study motorcycle division of PT Suzuki Indomobil Motor / Annisa Mirrah Ariandini Tedja

Pengarang/Penulis:

Annisa Mirrah Ariandini Tedja, author

Subjek:

Marketing Capabilities; Dynamic Capabilities Theory; Brand management

Nomor Panggil:

T-Pdf

Penerbitan:

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)