

Universitas Indonesia Library >> UI - Tesis Membership

Title:

Analisis strategi co-branding entitas komersial dengan entitas non-profit = Analysis of co-branding strategy between commercial entity and non-profit entity

Author:

Zainul Fikri, author

Subject:

Brand management; Brand alliance

Call Number:

T-Pdf

Publisher:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Related Links:

- [Bibliographic Description](#)
- [Abstract](#)
- [Similar Documents](#)
- [Universitas Indonesia Library](#)