

***Judul:***

Analisis pengaruh self congruity and attitude towards the secondary brand dan need for uniqueness terhadap purchase probability produk co branding studi kasus blackberry porsche = Analysis the effect of self congruity and attitude towards the secondary brand and need for uniqueness towards purchase probability for co branding product case study blackberry porsche

***Pengarang/Penulis:***

Muhammad Fani Azmi, author

***Subjek:***

Attitude; Branding (Management)

***Nomor Panggil:***

S61823

***Penerbitan:***

Fakultas Eknonomi dan Bisnis Universitas Indonesia

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