

Judul:

Komunikasi dalam proses keputusan pembelian produk high involvement berbasis teknologi tinggi (studi pada konsumen digital natives dan digital immigrants terhadap pembelian smartphone) = Communication analysis of high involvement decision on high tech product (studied about digital natives and digital immigrants while taking high involvement decision to smartphone)

Pengarang/Penulis:

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Subjek:

Consumer behavior; Digital telephone systems

Nomor Panggil:

T44940

Penerbitan:

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