

Judul:

Pengaruh kepribadian konsumen terhadap brand engagement berdasarkan prilakunya di facebook (studi kasus: facebook Fan Page 98,7 Gen Fm) = Impact analysis of personal traits towards brand engagement depends on their behavior on facebook case (study facebook Fan Page Gen Fm)

Pengarang/Penulis:

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Subjek:

Brand name products; Internet marketing; e-commerce

Nomor Panggil:

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Penerbitan:

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