

***Judul:***

The effect of traditional advertising and social media communication on consumer based brand equity and purchase intention. Case study of FMCG cosmetics industry in Indonesia (Maybelline, Revlon, Wardah) = Pengaruh iklan tradisional dan media sosial terhadap consumer based brand equity dan purchase intention. Kasus: industri kosmetik FMCG di Indonesia (Maybelline, Revlon, Wardah)

***Pengarang/Penulis:***

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***Subjek:***

Branding (marketing); Social media -- Marketing; Internet marketing

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