

***Judul:***

Pengaruh experiential marketing dalam menciptakan word of mouth pengunjung Pesona Alam Resort & Spa = The effects of experiential marketing to create word of mouth visitors Pesona Alam Resort & Spa

***Pengarang/Penulis:***

Ika Widya Mustika, author

***Subjek:***

Branding (marketing); Target marketing; Marketing management; Word of mouth advertising

***Nomor Panggil:***

S64793

***Penerbitan:***

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