

Judul:

The effect of corporate social responsibility fit on consumer brand attitude: case study consumer brand attribution in Jabodetabek area = Pengaruh kecocokan tanggung jawab sosial perusahaan terhadap perilaku merek konsumen: studi kasus atribusi merek konsumen di daerah Jabodetabek

Pengarang/Penulis:

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Subjek:

Social responsibility of business; Consumer behavior; Advertising -- Brand name products

Nomor Panggil:

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Penerbitan:

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