

***Judul:***

Perancangan campaign management system dengan konsep One-to-One Marketing menggunakan metode Design Science Research pada sebuah perusahaan operator telekomunikasi : studi kasus PT. XYZ = Design of campaign management system applying One-to-One Marketing concept using Design Science Research method in a telecommunication operator company : case study PT. XYZ

***Pengarang/Penulis:***

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***Subjek:***

Campaign management; Business enterprises -- Computer networks

***Nomor Panggil:***

TA-Pdf

***Penerbitan:***

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