

Judul:

Analisis pengaruh social media marketing activities, advertising, dan sales promotion terhadap dimensi-dimensi brand equity studi kasus: Wardah = Analysis of the influence of social media marketing activities advertising and sales promotion towards the dimensions of brand equity: case study Wardah

Pengarang/Penulis:

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Subjek:

Internet marketing; Social media -- Marketing; Advertising; Sales promotion; Brand name products; Branding (marketing)

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Penerbitan:

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