

Judul:

Mengukur ekuitas merek bank DKI berdasarkan nasabah non-payroll dan non-program pemerintah = Customer based brand equity in bank DKI by perception of customer non payroll and non governmental program /
Muhammad Ardieles Boedhiono

Pengarang/Penulis:

Muhammad Ardieles Boedhiono, author

Subjek:

Customer equity; Bank and banking; Trademark dilution

Nomor Panggil:

T-Pdf

Penerbitan:

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