

***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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