

Judul:

Peran strategi marketing public relations Green Product dalam mempengaruhi persepsi millennials terhadap green lifestyle (studi terhadap pengguna The Body Shop Indonesia) = The role strategy marketing public relations of green product to influencing the perception of the millennials against green lifestyle (case study The Body Shop Indonesia Consumer)

Pengarang/Penulis:

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Subjek:

Green products Marketing; Marketing -- Public relations; Millennials (Generation Y)

Nomor Panggil:

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Penerbitan:

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