

Judul:

Consumer culture, branding and identity in the new Russia : from five-year plan to 4x4

Pengarang/Penulis:

Roberts, Graham H., author.

Subjek:

Consumers--Russia (Federation) Consumption (Economics)--Social aspects--Russia (Federation) Marketing--Russia (Federation) Branding (Marketing)--Russia (Federation) Group identity--Russia (Federation)

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Penerbitan:

Taylor and Francis

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