

Judul:

Pengaruh penempatan produk lipstik Maybelline the powder mattes pada film "The guys" terhadap minat beli konsumen = The influence of product placement of Maybelline the powder mattes lipstick in "The guys" movie toward purchase intention

Pengarang/Penulis:

Nindyati Dwi Andari, author

Subjek:

Product placement in motion pictures; Lipstick; Consumer behavior

Nomor Panggil:

S67414

Penerbitan:

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