

Judul:

Perhitungan customer lifetime value CLV di perusahaan B2B industri manufaktur mesin dan peralatan = Measuring customer lifetime value CLV in B2B company on machinery and equipment manufacturing industry

Pengarang/Penulis:

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Subjek:

Customer Relationship Management; Customer services--Marketing--Management.

Nomor Panggil:

S-Pdf

Penerbitan:

Fakultas Teknik Universitas Indonesia

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