

Judul:

Storytelling-case archetype decoding and assignment manual (SCADAM)

Pengarang/Penulis:

Woodside, Arch G., author

Subjek:

Jung, C. G. -- (Carl Gustav), -- 1875-1961; Consumer behavior; Marketing -- Psychological aspects; Consumers -- Attitudes; Archetype (psychology); Tourism industry

Nomor Panggil:

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