

Judul:

The effect of sales promotion and store atmosphere on hedonic shopping motivation and impulsive buying behavior in hypermart manado city / Nova Ch. Mamuaya

Pengarang/Penulis:

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Subjek:

sales promotion

Nomor Panggil:

338 DEREMA 13:1 (2018)

Penerbitan:

Buiness School Universitas Pelita Harapan

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