

Judul:

Studi komparatif brand equity restoran cepat saji pada Kentucky Fried Chicken, McDonald's, dan Burger King = Comparative study on fast food restaurant brand equity at Kentucky Fried Chicken, McDonald's, and Burger King

Pengarang/Penulis:

Galang Arief Saidarka, author

Subjek:

Branding (Marketing); Brand name products -- Valuation; Brand loyalty

Nomor Panggil:

S-Pdf

Penerbitan:

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