

Judul:

Analisis pengaruh corporate social responsibility terhadap corporate brand equity melalui mediasi corporate brand credibility dan reputation: studi kasus: Go-jek = The effect of corporate social responsibility toward corporate brand equity mediated through corporate brand credibility and reputation: case study: Go-jek

Pengarang/Penulis:

Yusuf Hakim, author

Subjek:

Social responsibility of business; Brand name products

Nomor Panggil:

S-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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