

***Judul:***

Pengaruh faktor-faktor city branding Bandung Smart City terhadap personal branding Ridwan Kamil = The influence of city brandng's factors of Bandung Smart City towards Ridwan Kamil's personal branding as a major of Bandung City

***Pengarang/Penulis:***

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***Subjek:***

Branding (Marketing); Public relations; City promotion; Kamil, M. Ridwan.; Local government -- Indonesia -- Bandung

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