

Judul:

Segmentasi generasi millennial dalam pembelian mobil berdasarkan bauran pemasaran (7P), personality lifestyle = Market segmentation of millennial in buying car : marketing mix, lifestyle, and personality

Pengarang/Penulis:

Ode Pramoedya, author

Subjek:

Marketing--Developing countries.; Marketing--Developing countries--Management.

Nomor Panggil:

T50396

Penerbitan:

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