

Judul:

Pengaruh Metode Storytelling dan Price Determination pada Iklan terhadap Attitude Toward The Ad, Attitude Toward the Brand, dan Purchase Intention = The Effect of Storytelling Method and Price Determination to Attitude Toward The Ad, Attitude Toward the Brand and Purchase Intention

Pengarang/Penulis:

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Subjek:

Storytelling -- Economic aspects; Product and market development; Prices

Nomor Panggil:

T-pdf

Penerbitan:

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