

Judul:

Pengaruh nostalgia ads terhadap attitude toward ads, attitude toward brand, viral intention dan purchase intention = The impact of nostalgia ads towards attitude toward ads, attitude toward brand, viral intention and purchase intention

Pengarang/Penulis:

Pohan, Cut Putri, author

Subjek:

Advertising--Brand name products.

Nomor Panggil:

T52504

Penerbitan:

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