

***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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