

Judul:

Pengaruh usability, social value, dan pleasure in use terhadap brand equity (smartphone Iphone) = The effect of usability, social value and pleasure in use, against brand equity (smartphone iPhone)

Pengarang/Penulis:

Meutia Andisya, author

Subjek:

Branding (Marketing); Brand name products

Nomor Panggil:

S-Pdf

Penerbitan:

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