

Judul:

Respon konsumen muslim terhadap strategi Corporate Social Marketing(CSM): studi kasus PT. Paragon Technology and Innovation = Muslim consumers response to Corporate Social Marketing (CSM) strategies: case study PT. Paragon Technology and innovation

Pengarang/Penulis:

Ratu Fathia Adhawiyahasni, author

Subjek:

Consumption (Economics) -- Religious aspects -- Islam; Social responsibility of business; Brand name products -- Religious aspects -- Islam

Nomor Panggil:

S-pdf

Penerbitan:

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