

Judul:

Analisis employer brand process dalam memperkuat hubungan brand personality dan employer brand attractiveness. Studi kasus penelitian di GO-JEK = The analysis of employer brand process in strengthening the relationship between brand personality and employer brand attractiveness. Case study Rresearch in GO-JEK

Pengarang/Penulis:

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Subjek:

Marketing Branding (Marketing); Consumers' preferences; Personnel management

Nomor Panggil:

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Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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