

Judul:

Analisa pengaruh brand orientation terhadap brand performance pada perusahaan kesehatan Business-to-Business (B2B) di Indonesia = Analysis the role of brand orientation on brand performance in Business-to-Business (B2B) healthcare firms in Indonesia / Retno Sri Lestari

Pengarang/Penulis:

Retno Sri Lestari, author

Subjek:

Branding (Marketing); Brand orientation; Brand performance

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Penerbitan:

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