

Judul:

Penerapan metode customer lifetime value dan customer profitability analysis dalam menganalisa customer profitability pada perusahaan distribusi farmasi = Application of customer lifetime value and customer profitability analysis methods in analyzing customer profitability in pharmaceutical distribution company

Pengarang/Penulis:

Ammar Nashir, author

Subjek:

Relationship marketing; Customer relations -- Management; Managerial accounting

Nomor Panggil:

T-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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