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Pengaruh Relevansi Terhadap Produk dan Penilaian Afektif Terhadap Merek Sebagai Penggerak Preferensi Konsumen Untuk Melakukan Investasi Pada Saham Perusahaan Melalui Motivasi Keuntungan Finansial: Studi Kasus Investor Indonesia = The Influence of Product Relevance and Affective Brand Evaluation as Consumers Preference Driver to Invest in Company's Stocks Beyond Expected Financial Returns: Case of Indonesian Investor

Author:

Safirah Almira Nadyanti, author

Subject:

Employee ownership; Stock purchase agreements (Close corporations); Stocks

Call Number:

S-pdf

Publisher:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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