

Judul:

Pengaruh brand orientation dengan moderasi organization change readiness didalam meningkatkan brand equity pada brand corporate di Indonesia =
Influence of brand orientation with moderation organization change readiness for improving brand equity at brand corporate in Indonesia

Pengarang/Penulis:

Tobing, Rudy, author

Subjek:

Branding (Marketing) -- Management; Business to business; Organization change

Nomor Panggil:

D-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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