

**Judul:**

Implikasi word of mouth (WOM) dan electronic word of mouth (eWOM) terhadap brand image = The implications of word of mouth (WOM) and electronic word of mouth (eWOM) on brand image

**Pengarang/Penulis:**

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**Subjek:**

Branding (Marketing); Word-of-mouth advertising

**Nomor Panggil:**

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