

Judul:

Penerapan Customer Relationship Management Berdasarkan Customer Lifetime Value pada Usaha Supermarket = Implementation of Customer Relationship Management Based on Customer Lifetime Value in Supermarket Business

Pengarang/Penulis:

Ledi Loren, author

Subjek:

Customer relations--Management; Customer loyalty programs

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Teknik Universitas Indonesia

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