

Judul:

On branding: dampak digital terhadap merek = Myths of branding: a brand is just a logo, and other popular misconceptions

Pengarang/Penulis:

Bailey, Simon, author

Subjek:

Branding (Marketing); Logos (Symbols); Brand name products;

Nomor Panggil:

658.827 BAI o

Penerbitan:

Bhuana Ilmu Populer

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