

Judul:

Strategi Marketing Public Relations Wardah Dalam Mempertahankan Brand Image Di Masa Pandemi Covid-19 (Studi Pada Kampanye Wardah "Beauty Moves You") = Wardah's Marketing Public Relations Strategy In Maintaining Brand Image During The Covid-19 Pandemic (Study On Wardah's "Beauty Moves You" Campaign)

Pengarang/Penulis:

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Subjek:

Cosmetics industry ; Branding (Marketing) ; Advertising campaigns

Nomor Panggil:

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Penerbitan:

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