

Judul:

Pengaruh social media brand-related communication terhadap brand equity dan consumer response pada merek online bootcamp di Indonesia = The influence of social media brand-related communication on brand equity and consumer response towards online bootcamp brands in Indonesia

Pengarang/Penulis:

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Subjek:

Social media--Economic aspects; Branding (Marketing)--Social aspects; Web-based instruction

Nomor Panggil:

T-pdf

Penerbitan:

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