

The Dimensions of University Brand Equity and the Brand Promise: Case Study at International Program of Faculty of Economics and Business, Jenderal Soedirman University

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Abstract	
Authors	AR Fitria, S Suliyanto, W Novandari
Journal Name	IRS-Management Studies 1 (2)
Publish Year	2018
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"The Dimensions of University Brand Equity and the Brand Promise: Case Study at International Program of Faculty of Economics and Business, Jenderal Soedirman University"
Author	Dr SULIYANTO, S.E., M.M.