

MIMICRY MARKETING STRATEGY (MMS) ON MARKETING PERFORMANCE:
THE ROLE OF BUSINESS ENVIRONMENT AND TYPES OF INDUSTRY

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Abstract	
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Journal Name	TRIKONOMIKA 18 (2), 54-61, 2019
Publish Year	2019
Citation	(not set)
Url	<a (mms)="" and="" business="" environment="" href="https://scholar.google.com/scholar?q=+intitle:" industry"="" marketing="" mimicry="" of="" on="" performance:="" role="" strategy="" the="" types="">https://scholar.google.com/scholar?q=+intitle:"MIMICRY MARKETING STRATEGY (MMS) ON MARKETING PERFORMANCE: THE ROLE OF BUSINESS ENVIRONMENT AND TYPES OF INDUSTRY"
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