## <u>Development Customer Knowledge Management (CKM) Models in Purbalingga Hospitality Using Soft Systems Methodology (SSM)</u>

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Abstract	
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Journal Name	Jurnal Sistem Informasi 10 (1), 1-7, 2014
Publish Year	2014
Citation	1
Url	https://scholar.google.com/scholar?q=+intitle:"Development Customer Knowledge Management (CKM) Models in Purbalingga Hospitality Using Soft Systems Methodology (SSM)"
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