

## The Influence of Digital Marketing and Market Orientation on Sales Performance Through Product Innovation and Product Excellence

<b>Title</b>	The Influence of Digital Marketing and Market Orientation on Sales Performance Through Product Innovation and Product Excellence
<b>Abstract</b>	
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<b>Journal Name</b>	Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (JEBMA) 2 (3), 163-174, 2022
<b>Publish Year</b>	2022
<b>Citation</b>	2
<b>Url</b>	<a and="" digital="" excellence"="" href="https://scholar.google.com/scholar?q=+intitle:" influence="" innovation="" market="" marketing="" of="" on="" orientation="" performance="" product="" sales="" the="" through="">https://scholar.google.com/scholar?q=+intitle:"The Influence of Digital Marketing and Market Orientation on Sales Performance Through Product Innovation and Product Excellence"</a>
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