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ductory Marketing And Psychology Courses. Data From 267 Respondents Were  
Analyzed Using SPSS 24. Using The Mod- Feb 1th, 2024



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Consequences Of Brand Equity Management Evidence From Organization In The Value Chain", Journal Of Product & Brand Management, Vol.12, No.4, Pp.220-236. [5] Aaker David A. (1996), "Measuring Brand Equity Across Products And Markets", Californiya Management Review, Vol.38, No.3, Pp.102-120. Feb 2th, 2024

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