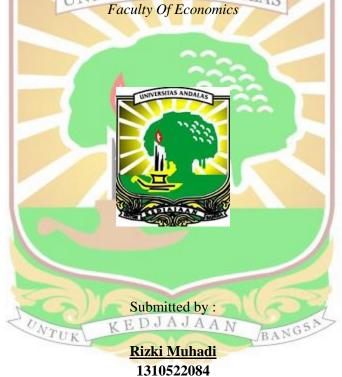
THE INFLUENCE OF TELEVISION ADVERTISING AND BRAND EQUITY TOWARD CONSUMER PURCHASE DECISION (CASE :POCARI SWEAT IN JAPAN AND INDONESIA)

THESIS

Thesis Is Submitted as Partial of The Requirement For a Bachelor Degree In Management Department –



Supervisor : Dian Rani Yolanda, SE, M.Bus

То

BACHELOR DEGREE INTERNATIONAL MANAGEMENT FACULTY OF ECONOMICS

ANDALAS UNIVERSITY

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2017

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