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Manajemen Pertelevisian Modern

Peta Persaingan Industri Televisi
Struktur Media Penyiaran Televisi
Strategi Mengelola Industri Televisi
Strategi Programming Televisi
Strategi Produksi Televisi
Strategi Marketing (Industri Televisi)
Strategi Sales (Industri Televisi)
Strategi Rebranding Perusahaan



PENERBIT ANDI



MERCU-BUANA

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