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FITRIANTI, Anisa, Drs. Ahmad Djamil, MA
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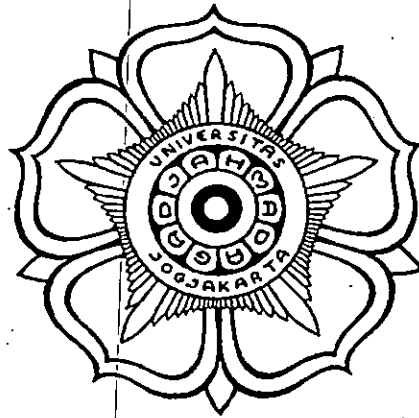
THE EVALUATION OF MARKETING STRATEGY FITNESS WITH PRODUCT POSITION IN THE PHASE OF PRODUCT LIFE CYCLE

(A. Case at Fa. ASATEX, Solo)

Thesis

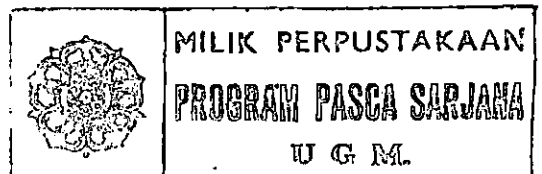
As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management (Magister Manajemen)
Department of Social Sciences



Submitted by
Anisa Fitrianti
8091/PS/MM/01

to
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AUTHORIZATION

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Anisa Fitrianti
8091/PS/MM/01
has been defended before the Board of Examiners
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and has been declared to fulfill all requirements

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