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Universitas Gadjah Mada, 2004 | Diunduh dari <http://etd.repository.ugm.ac.id/>

CULTURE BLOCKING MANAGEMENT PRACTICES IN THE AUTOMOTIVE INDUSTRY GLOBAL ALLIANCES

(The Renault/Nissan and Daimler-Chrysler Cases)

Thesis

As a partial fulfillment to achieve a Master Degree

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



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to
**GRADUATE SCHOOL
GADJAH MADA UNIVERSITY
2004**

