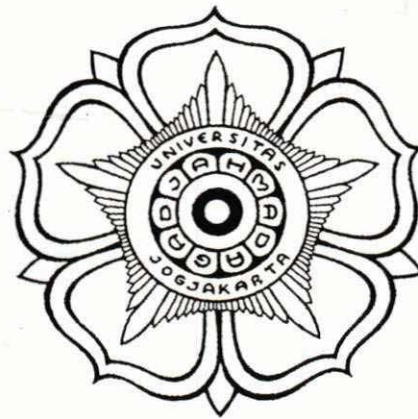


**ANALYSIS OF BANK RAKYAT INDONESIA'S COMPETITIVE
STRATEGY AND ITS IMPLICATION AT THE
YOGYAKARTA REGIONAL OFFICE**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management (Magister Manajemen)
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