

**THE ANALYSIS OF STRATEGIC
ENTREPRENEURSHIP TO ACHIEVE SUSTAINABLE
BUSINESS THROUGH IMPLEMENTING THE
SUSTAINABILITY CONCEPT AT PURI ARTHA HOTEL
YOGYAKARTA**

Case Study

Thesis

As A Partial Fulfillment to Achieve A Master Degree

Study Program in Master of Management



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15/PEK/391833/21279

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

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2018