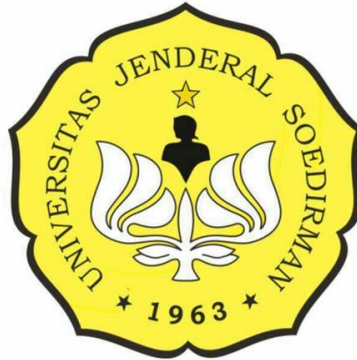


**THE EFFECT OF CONSUMER ETHNOCENTRISM AND PERCEIVED
VALUE ON BRAND IMAGE AND PURCHASE INTENTION
OF ADVAN SMARTPHONE**
(Survey on Students of Economics and Business Faculty UNSOED Purwokerto)



THESIS

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PURWOKERTO
2018**