

Faizan Khan

The Effect of Antecedent Variables on Brand Loyalty Intentions in Context of Mobile Service Industry of Pakistan

Effect of Customer Equity Drivers on Brand Loyalty Intentions

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Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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Imprint:

Copyright © 2018 GRIN Verlag
ISBN: 9783668817487

This book at GRIN:

<https://www.grin.com/document/441969>

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