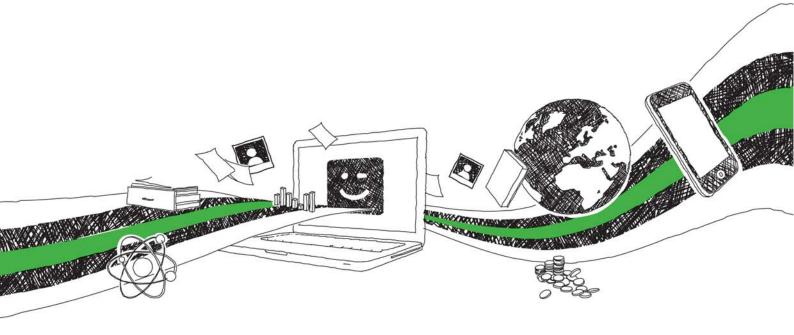
Szintia Dezsi

Brand-Promise and Brand-Delivery. A Study of Customer Experience Management at Starbucks in Cluj-Napoca

Master's Thesis

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