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PENGUKURAN MARKET PERFORMANCE MELALUI MARKET SENSING CAPABILITY DAN MARKET ORIENTATION DIMEDIASI INNOVATION

(STUDI PADA UMKM SAMARINDA PRODUK MAKANAN DAN MINUMAN)

PROPOSAL SKRIPSI



PROGRAM STUDI SI ADMINISTRASI BISNIS FAKULTAS ILMU SOSIAL DAN ILMU POLITIK UNIVERSITAS MULAWARMAN SAMARINDA