

中國文化大學商學院國際貿易學系
碩士論文

Master of Business Administration Thesis
Master program, Department of International Trade
College of Business
Chinese Culture University

品牌廣告態度與聯合品牌態度之關係：
廣告訴求的干擾角色

The Moderating Effect of Advertising Appeals on the Relationship
Between Attitude Toward the Co-branded Ad
and Attitude Toward the Co-brand

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