

中國文化大學新聞暨傳播學院新聞學系

碩士論文

Department of Journalism

College of Journalism and Communication

Chinese Culture University

Master Thesis

以知覺契合度探討品牌認同感對副品牌延伸產品態度
之影響——以流行音樂表演藝術團體為例

Using Perceived Fit to Investigate the Effect of Brand
Identification on the Sub-brand Extension's Attitude--
The Case of Popular Music Performing Art Groups

高雅勤

Ya-Chin Kao

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中華民國 99 年 7 月

July, 2010