

SUMMARY

PENGARUH PERTUMBUHAN BIAYA PENJUALAN DAN PEMASARAN, UMUR PERUSAHAAN, SERTA UKURAN PERUSAHAAN TERHADAP KINERJA PERUSAHAAN

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Subject : Pertumbuhan Biaya Penjualan, pemasaran, age, size , kinerja Perusahaan

Subject Alt : Pertumbuhan Biaya Penjualan, pemasaran, age, size , kinerja Perusahaan

Keyword : Pertumbuhan Biaya Penjualan; pemasaran, age, size , kinerja Perusahaan

Description :

Penelitian ini secara umum bertujuan untuk mengetahui pengaruh

Pertumbuhan Biaya Penjualan dan pemasaran, age, serta size terhadap kinerja Perusahaan telekomunikasi yang terdaftar di BEI. Kinerja perusahaan akan dilihat dari dua sisi yaitu Return On Asset dan pertumbuhan penjualan

Description Alt:

This study generally aims to determine the effect of growth in sales and marketing costs, age, and size on the performance of the telecommunications

company listed on the Stock Exchange. Performance of the company will be viewed from two sides of the Return on Assets and sales growth.

Contributor : Abdurrahman, MM

Date Create : 15/07/2013

Type : Text

Format : pdf

Language : Indonesian

Identifier : UEU-Undergraduate-200911075

Collection : 200911075

Source : Undergraduate theses economy faculty

Relation Collection Universitas Esa Unggul

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