

P R E F A C E

This thesis is written as a final assignment to obtain an MBA degree from the Indonesian European University Institute of Management - Semarang.

This paper deals with an analysis of PT. Suara Merdeka Press marketing strategy for "Suara Merdeka". The marketing strategy is a group of strategic plans to achieve the strategic objectives in the frame of relationship with the customers.

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Petrus Maharsi, SE