

國立交通大學

經營管理研究所

碩士論文

網路廣告態度與不同媒體廣告態度
之比較—以國內大學生為例

A Comparative Study of Consumer Attitude Toward Internet
Advertising From Other Types of Media Advertising
— With Taiwan's College Students As An Example

研究生： 蔡 佩 君

指導教授： 楊 千 博 士

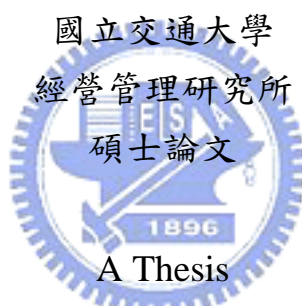
中華民國九十五年六月

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