Ce putem învăţa din cazul mărcii „Big Mac”?

20.12.2019

https://www.agepi.md/sites/default/files/intellectus/intellectus_3-4-2019_73.pdf

URL sursă: https://www.agepi.md/ro/intellectus/intellectus-3-4-2019/ce-putem-%C3%AEnv%C4%83%C5%A3a-din-cazul-m%C4%83rcii-%E2%80%9Ebig-mac%E2%80%9D