

# Gramedia Asri Media PT in Personal Accessories (Indonesia)

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## Abstracts

In 2015, Gramedia Asri Media PT, as the operator of Gramedia bookshop, launched a new concept and a new logo. The intention was to adapt to scholastic needs in accordance with changing times. For example, people are increasingly spending time online so are spending less and less time reading books. The new concept called New Experience divides Gramedia bookstore by space or chamber, based on diverse themes.

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