

DAFTAR PUSTAKA

Bungin dan M. Burhan. *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik, Dan Ilmu Sosial Lainnya*. Jakarta: Kencana Prenada Media Group, 2007.

David, F. R. *Strategic Management 14th edition*, Essex : Pearson Education, 2013.

Fendi, Sofian dan Masri Singarimbun. *Metode Penelitian Survei*. Jakarta: LP3S, 2013.

IBM Global Business Service: *A path To Succecc Three Ways to innovate Your Business Model*. Article, 2007.

Kurtz, David L. *Principles of Contemporary Marketing*. South Western: Thomson, 2008.

Kotler, Philip and Gary M. Armstrong. *Principles of Marketing. 13th Edition*. New Jersey : Pearson, 2010.

Kotler, Phillip and Kevin Lane Keller. *Marketing Management. 14 Edition*. New Jersey : Pearson, 2013.

Lovelock, Christopher and Jochen Wirtz. *Service Marketing People, Technology, Strategy. 7th Edition*. New Jersey: Pearson, 2011.

Mintzberg, Henry. *Mintzberg on Management. 2nd edition*. New York: Free Press, 2009.

Osterwalder, Alexander, and Yves Pigneur. *Bisnis Model Generation*. New Jersey: John Wiley and Sons, 2010.

Porter, Michael E. *The Five Competitive Force That Shape Strategy by Michael E. Porter*. Boston : Harvard Bisnis Review, 2008.

Rangkuti, Freddy. *Strategi Promosi Yang Kreatif*. Jakarta: Gramedia Pustaka Utama, 2009.

Sugiyono. *Metode Penelitian Pendidikan*. Bandung: Alfabeta, 2013.

Sotir, Sotirov and Andrey Nenov. *Tutorials Expert Choice, vol. 4 no. 1*. ISSN : 1693 – 5373, Computer Science Journal, Maret 2006.

Ward, John and Joe Peppard. *Strategic Planning for Information Systems*. West Sussex: John Wiley and Sons, 2002.

Wheelen, Thomas L and J. David Hunger. *Strategic Management and Business Policy*. 11th Edition, New Jersey: Pearson Education, Inc, Upper Saddle River, 2008.

Yunus, Hadi Sabari. *Metodologi Penelitian Wilayah Kontemporer*. Yogyakarta: Pustaka Pelajar, 2010.

Zott, Cristoph and Amit Raphael. *The Business Model: A Theorically Anchored Robust Construct for Strategy Analysis*. Journal of Strategic Organization. (2013)