

DAFTAR PUSTAKA

- David, F (2011). Strategic Management. 13th Edition, Pearson.
- Lovelock, (2007). Service Marketing. 6th Edition, Pearson.
- Kotler P.a, (2009), Marketing Management. 13th. Pearson Education.
- Senge P, (1999). Manajemen Strategi. 2nd Edition. UI Salemba.
- Eva Z Yusuf & Lesley Williams, (2007). Studi Kasus Pemasaran Indonesia, PPM.
- Kotler, P.a ,(2008). Principle of Marketing, Pearson Prentice Hall.
- Best, Roger (2005). Market-Based Management. 4th Edition Prentice Hall.
- Umar Husein (2001). Strategic Management in Action, Gramedia Pustaka, Utama.
- Rangkuti, F (1997). Analisis SWOT Teknik Membedah Kasus Bisnis, Gramedia.
- Yoshida, Diah Tuhfat (2005). Arsitektur Strategic, Elex Media Komputindo.
- Kontan, Harian Bisnis & Investasi, Kompas Gramedia.
- Bisnis Indonesia, Bisnis Indonesia Group Media.