

DAFTAR PUSTAKA

- Freeman, R. Edward, *Strategic Management: A stakeholder approach*, Boston: Pitman. ISBN 0-273-01913-9.1984
- Jane Hemsley-Brown, Izhar Oplatka, *Universities in a competitive global marketplace: A systematic review of the literature on higher education marketing*, International Journal of Public Sector Management, Vol. 19 Iss: 4, pp.316 – 338, 2006.
- Kartajaya, Hermawan dkk, *Memenangkan Persaingan Dengan Segitiga Positioning, Differensiation dan Brand*, PT Gramedia Pustaka Utama, Jakarta, 2005.
- Kasali, Rhenald, *Membidik Pasar Indonesia: Segmentasi, Targeting dan Positioning*, Jakarta: PT Gramedia Pustaka Utama, 2001.
- Kotler, Philip and Armstrong, Gary, *Principles of Marketing*, New Jersey:Prentice-Hall, Inc, 2012.
- Kotler, Philip. Manajemen Pemasaran, Analisis, Perencanaan, dan Pengendalian. Jilid 1.Erlangga, Jakarta, 1999.
- Kotler, Phillip and Keller, Kevin Lane, *Marketing Management*, 14th Edition, New Jersey: Pearson Education, Inc. 2012.
- Mullins, Walker, and Boyd, *Marketing Management: A Strategic Decision Making Approach*, 8th Edition, New York: McGraw-Hill Irwin, 2010,
- Rangkuti, Freddy, *Analisis SWOT: Teknik Membedah Kasus Bisnis*, Jakarta: PT Gramedia Pustaka Utama, 2015.
- Rencana Strategi ATMI Akademi Teknik Mesin Cikarang 2016-20.
- Saaty, Thomas L, *Fundamentals of Decision Making and Priority Theory With the Analytic Hierarchy Process*, Volume 6 ,AHP series RWS Publications, 2000.
- Saaty, Thomas L, *How to make a decision: The Analytic Hierarchy Process*, North-Holland, European Journal of Operation Research 48 (1990).
- Salinan Instruksi Presiden Nomor 9 Tahun 2016 tentang *Revitalisasi Sekolah Menengah Kejuruan dalam Rangka Peningkatan Kualitas dan Daya Saing Sumber Daya Manusia Indonesia*, 2016.
- Sally Dibb, Lyndon Simkin, *TARGETING, SEGMENTS AND POSITIONING*, International Journal of Retail & Distribution Management, Vol. 19 Iss: 3, 1991.
- Sekaran, Uma, and Roger Bougie, *Research Methods for Business: A skill Building Approach* 6th edition, New York: John Willey & Sons, 2013.
- Sharp, Byron; Dawes, John, *What is Differentiation and How Does it Work?*, Journal of Marketing Management, 17, 739-59, 2001.
- Statuta ATMI Akademi Teknik Mesin Industri Cikarang 2016-21.
- Triatmoko, B.B. SJ, *The ATMI Story: Rainbow of Excellence*. Yogyakarta: Percetakan Kanisius. 2009.