

Daftar Pustaka

Anderson Kristin and Kerr Carol, *Customer Relationship Management*, McGraw-Hill, 2002

Baseline Consulting Group, Inc. 2002, *TopDown or Bottom Up? One Company's CRM Roadmap*, <http://www.baseline-consulting.com>

Bull Christoper, *Strategic issues in customer relationship management (CRM) Implementation*, Business Process Management Journal, Vol. 9 No. 5, 2003

Caldeira Mario and Pedron Christiane, *Why CRM doesn't work – An Enterprise Architecture Approach*, 4th International Conference on Enterprise Systems, Accounting and Logistics 2007

Castro Benjamin, *Integrating CRM with ERP*, A Baseline Consulting Group White Paper 2002

Chen I. J., Popovich K., *Understanding customer relationship management (CRM): People, process and technology*, Business Process Management Journal, Vol. 9 No. 5, 2003, pp. 672-688

Dickie, Jim, *Why CRM Projects Fail*, www.crm.community, 2000

Fotouhiyehpour Payam, *Assessing the Readiness for Implementing e-CRM in B2B Markets Using AHP Method*, Luleå University of Technology 2006, Master Thesis, Department of Business Administration and Social Sciences Division of Industrial marketing and e-commerce

Giga Information Group, *Seven out of ten CRM project fail*, Computing, Agustus, 2001

Greenberg, Paul, *CRM at the Speed of Light: Essential Customer Strategies for the 21st Century*, Third Edition, McGraw-Hill, 2004

Huang J.H., W.W. Huang, Zhao C.J., H. Huang, *An E-Readiness Assessment Framework and Two Field Studies*, Communications of the Association for Information Systems (Volume 14, 2004) 364-386

Jogiyanto, H.M., *Sistem Informasi Strategik untuk Keunggulan Kompetitif*, ANDI Yogyakarta, 2005

Kalakota Ravi and Robinson Marcia, *e-Business 2.0 Roadmap for Success*, Addison Wesley, 2001

Martin E. Wainright, Brown Carol V., DeHayes Daniel W., Hoffer Jeffrey A. and Perkins William C., *Managing Information Technology*, Fifth Edition, Pearson Education International, Prentice Hall, 2005



Evaluasi kesiapan implementasi CRM dengan metoda analytical hierarchy process (AHP) :: Studi kasus

Missi F., Alsyah, di Unit Bisnis Aviasi Pertamina

Hidayat, Affah, Didi Achjati, Dr., M.Com, *Assessing the Readiness of Firms for CRM: A Summary of the Impact of Data Quality*, Universitas Gadjah Mada, Proceedings of the 38th Hawaii International Conference on System Sciences, 2005

Nguyen ThuyUyen H., Sherif Joseph S. and Newby Michael, *Strategies for successful CRM Implementation*, Information Management & Computer Security Vol. 15 No. 2, 2007

Ocker Rosalie J. Ph.D. and Mudambi Susan, Ph.D. (2002), *Assessing the Readiness of Firms for CRM: A Literature Review and Research Model*, Proceedings of the 36th Hawaii International Conference on System Sciences (HICSS'03)
<http://ieeexplore.ieee.org/iel5/8360/26341/01174390.pdf?arnumber=1174390>

Payne Adrian, *Handbook of CRM: Achieving Excellence in Customer Management*, Butterworth-Heinemann 2005

Rigby Darrel K. and Ledingham Dianne, *CRM Done Right*, Best Practice, Harvard Business Review, November 2004

Shanks Graeme, Jagielska Ilona and Jayaganesh Malini, *A Framework for Understanding Customer Relationship Management System Benefits*, Australasian Conferences on Information Systems (ACIS) 2004 Proceedings, Paper 4

Turban Efraim, King David, Lee Jae and Viehland Dennis, *Electronic Commerce 2004 – A Managerial Perspective*, Pearson Education International, Prentice Hall, 2004

Thodey Tim, *The Strategic Truth about CRM: Three Implementation Requirements for CRM Success*, White Paper, Olympic Software, 2007

Thodey Tim, *The Tactical Truth about CRM: 10 Steps to Avoid CRM Project Failure*, White Paper, Olympic Software, 2007