

## Bibliography

- Barney, Jay B (2001), *Gaining and Sustaining Competitive Advantage Second Edition*, New Jersey: Prentice Hall
- Cooper D.R and Schindler P.S (2001), *Business Research Methods: Eighth Edition*, New York: McGraw Hill
- Duncan J., Ginter P. and Swayne L. (1998), Competitive Advantage and Internal Organization Assessment, *Academy of Management Executive*, Vol.12 No.3
- Fleisher C.S and Bensoussan B.E.(2002), *Strategic and Competitive Analysis: Methods and Techniques for Analyzing Business Competition*, New Jersey : Prentice Hall
- Hambrick D.C and Fredrickson J.W (2001), Are You Sure You Have a Strategy, *Academy of Management Executive*, Vol. 15
- Hax A.A (1990), Redifining the Concept of Strategy, *Planning Review*, May/June
- Koeswanto A.(2003), Prospek Indutsri Telepon Selular Tetap Menarik, *Kompas September 2,2003*
- Kotler, Philip (2000), *Marketing Management; Millenium Edition*, New Jersey: Prentice Hall International
- Lovelock, Christopher and Wright, Lauren (2002), *Principles of Service Marketing and Management*, New Jersey : Prentice Hall International,
- Nauman E. (2000), *Creating Customer Value*, Thompson Executive Press
- Pearce and Robinson (2003), *Strategic Management: Formulation, Implementation and Control Eight Edition*, New York: McGraw-Hill Irwin
- Porter, Michael E. (1985), *and Competitive Advantage*, New York: The Free Press
- and Victor E. Millar (1985), How information Gives You Competitive Advantage, *Harvard Business Review*, 63 (July – August)
- Rao V.R and Steckel J.H (1998), *Analysis of Strategic Marketing*, Addison Wesley: Addison Wesley Longman Inc.

Romer P. (1986), Increasing Returns and Long Run Growth, *Journal of Political Economy*, Vol.94 no.5

Sutadi H.(2003), Antisipasi Kejenuhan Pengguna Ponsel, *Kompas*, September 23, 2003

Thompson Jr. A and Strickland A.J (1989), *Strategy Formulation and Implementation: Task for the General Manager*, Boston: McGrawhill

----- (2001), *Strategic Management: Concept and Case 14<sup>th</sup> Edition*, Boston : McGrawhill

Vandermerwe S.(2000), How Increasing Value to Customer Improves Business Result, *Sloan Management Review*, Fall

----- (1993), Jumping into the Customer's Activity Cycle, *Columbia Journal of World Business*, Vol.28 No.2

Warta Ekonomi (October 30,2003), CDMA akan Gusur GSM (Kalau regulator Tak Turun Tangan

Winter, Sidney G (1987), Knowledge and Competence as Strategic Assets, in *The Competitive Challenge*, David J. Teece,ed. New York: Harper and Row, 159 -184

Wright Peter, Kroll Mark J. anda Parnell,John, *Strategic Management : Concept and Cases*,Prentice Hall International : New Jersey : 1998

Investor Indonesia (Desember 2002), Pelanggan telepon Sellular tahun 20003 Bisa Capai 15 juta

[www.telkomsel.com](http://www.telkomsel.com)