

Bibliography

Albaum, Gerald, Strandskov, Jesper, & Duerr Edwin, 1998, *International Marketing and Export Management*, 3rd edition, Addison–Wesley.

Barney, Jay, *Looking Inside for Competitive Advantage*, Academy of Management

Cateora, Philip and Graham, John, 2002, *International Marketing*, Irwin- McGraw Hill

Cravens, W. David, 2000, *Strategic Marketing*, 6th edition, Irwin-McGraw-Hill

David R, Fred, 2001, *Strategic Management: Concept and Cases*, 8th edition, Prentice Hall

Hill, Charles W.L, 2001, *International Business: Competing in The Global Market Place*, Third Edition, Irwin Mc Graw Hill, New York, USA

Kotler, Philip, 1997, *Marketing Management*, International Edition, Prentice Hall

Kotler, Philip, 2000, *Marketing Management*, International Edition, Prentice Hall

Keegan, Warren, 2002, *Global Marketing Management*, 7th edition, Prentice Hall International Inc

Lawrence R, Jauch and William F. Glueck, 1989,
Myers, H James, 1996,

Rangkuti, Freddy, 2000, “*Analisis SWOT: Teknik Membedah Kasus Bisnis*”, cetakan keenam, PT. Gramedia Pustaka Utama

Rowe, A.J., Richard O. Mason, Karl E. Dickel, Richard B. Mann, and Robert J. Mockler, 1993, *Strategic Management: A Methodological Approach*, Massachusetts: Addison Wesley Publishing Company, Inc

Sekaran, Uma, *Research Method for Business: A skill Building Approach*, fourth Edition, John Wiley & Sons, Inc

Straub & Attner, 1994, *Introduction to Business*, fifth edition, The Dryden Press, Harcourt College Publisher, USA

Thompson, Arthur A. Jr and A.J. Strickland III, 1999. *Strategic Management: Concept and Cases*, McGraw Hill

Thompson, Arthur A. Jr and A.J. Strickland III, 2001. *Strategic Management: Concept and Cases*, McGraw Hill

Thompson, Arthur A. Jr and A.J. Strickland III, 2003. *Strategic Management: Concept and Cases*, 13th edition, McGraw Hill

The IMF Catalog Publications, 2002, *World and Other Economic Growth*, <http://www.imf.org>

Urban, Glen L. And Steven H. Star, 1991, *Advanced Marketing Strategy, Phenomena, Analysis and Decision*, Prentice-Hall, Inc., Englewood Cliffs, New Jersey