

REENGINEERING THE SELLING PROCESS

A STRATEGIC OPTION TO CREATE SUPERIOR COMPETITIVE
ADVANTAGE OF YOKOGAWA IN INDONESIA

Thesis

In partial requirement for a Master's degree

Master of Management Program

Department of Social Sciences



Submitted by

Pratomo Agus Widarjo

9041/PS/MM/01

to

POST GRADUATE STUDY PROGRAM

GADJAH MADA UNIVERSITY

YOGYAKARTA

2003



Reengineering the selling process :: A Strategic option create superior competitive advantage of Yokogawa in Indonesia

WIDARJO, Pratomo Agus, Dr. Hani Handoko, MBA

Universitas Gadjah Mada, 2003 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Master of Management Study Program

Gadjah Mada University

AUTHORIZATION

REENGINERING THE SELLING PROCESS A STRATEGIC OPTION CREATE SUPERIOR COMPETITIVE ADVANTAGE OF YOKOGAWA IN INDONESIA

prepared and compiled by

Pratomo Agus Widarjo

9041/PS/MM/01

has been defended before the Board of Examiners

on November 07, 2003

and has been declared to fulfill all requirements

Yogyakarta, November 07, 2003

Advisor

Dr. Hani Handoko, MBA

Examiner I

Prof. Dr. Sukanto Reksohadiprodjo, M.Com

Examiner II

Dr. Hani Handoko, MBA