

BIBLIOGRAPHY

- Anonimous, 2003. *The marketing mix and direct mail*, infopack_worksheet journal,
- Anonimous 2003. *Sesak pemain tapi tetap seksi...*, Marketing, Edisi III, 8-20 Mei 2003.
- Anonim, 2000. *Orientasi Baru Industri Nasional dan Pentingnya Dukungan Kemampuan Teknologi*, Usahawan no.5, edition XXIX, Mei 2000
- Anonim,1997. *Mustika Ratu: The Leading Indonesian Manufacturer of Traditional Health Supplement and Natural Cosmetics*, Business Development Asia Newsletter, July 10,1997.
- Cravens, David W & Piercy, Nigel F. 2003. *Strategic Marketing*, 7th edition, England, Mc.graw-Hill, Inc
- Cravens, David W, Hills Gerald E. & Woodruff, Robert B. 1989. *Marketing Management*, Tokyo, Japan, Toppan Co. Ltd
- Kotler, Philip. 2000. *Marketing Management, the millennium edition*, 10th edition, New Jersey: Prentice Hall Inc
- Kotler, Philip 2001. *Principles of Marketing*, 9th edition, New Jersey, Prentice Halls Inc.
- Stanton, William J. 1997. *Fundamentals of Marketing*, 11th edition. England, Mc.Graw-Hill, Inc.
- Sekaran,Uma. 2000, *Research Methods for Business*, 3rd edition, New York: John Wiley & Sons Inc.
- Tjiptono, F. 1995, *Strategi Pemasaran*, Yogyakarta, Andi Offset
- Urban G.L & S.H. Starr, 1991, *Advanced Marketing Strategy; Phenomena, Analysis, and Decisions*, Englewood Cliffs, New Jersey, Prentice Hall Inc.
- PT. Capricorn Indonesia Consultant, Inc., 1995. *Cosmetics Industries*, Indocommercial, Volume II, CIC.
- Zigmund, W.G. 2000. *Business research Method*, (6th ed): Harcourt, Inc