

## DAFTAR PUSTAKA

Accenture, “*Next Generation Branch, Knowledge Sharing Forum & Roadshow*” , Bank Rakyat Indonesia, Tanggal 14 Oktober 2003.

Angreni, Gayatri Rawit, *Manajemen Strategi*, Divisi Pendidikan dan Pelatihan BRI, 2003.

Aaker, David A, *Strategic Market Management*, Fourth Edition, John Wiley & Sons, Inc, 1995.

Bank Indonesia, *Evaluasi Kebijakan dan Perkembangan Perbankan*, 2003.

Barabba, Vincent, P dan Gerald Zaltman, *Hearing the Voice of the Market*, PT. Gramedia Pustaka Utama, Jakarta, 1997.

Collis, David J, dan Cynthia A. Montgomery, *Corporate Strategy, A Resource-Based Approach*, Irwin McGraw-Hill, 1998.

Craven, David W., *Pemasaran Strategis*, edis Bahasa Indonesia, Penerbit Erlangga, Jakarta, 1996

David, R.Fred., *Concepts in Strategic Management*, 6<sup>th</sup> edition, Prentice-Hall, Inc, New Jersey, 1997.

Dendawijaya, Lukman, *Manajemen Perbankan*, Ghalia Indonesia, Jakarta, 2003.

Gay, L.R. and P.L. Diehl, 1996, *Research Methods for Business and Management*, Prentice Hall Simon and Schuster (Asia) Pte Ltd. Singapore. Hal. 125-200.

Hadinoto, Soetanto, *How To Develop Succesful Retail Banking*, Elex Media Komputindo, Jakarta, 2003

Hamel, Gerry dan C.K. Prahalad, *Kompetensi Masa Depan*, PT. Binarupa Aksara, Jakarta, 1995.

Hax, Arnoldo C, and Nicolas S. Majluf, *The Strategy Concept and Process, A Pragmatic Approach*, International Edition, Prentice-Hall, 1996.

Infobank, *Rating 145 Bank di Indonesia*, Nomor 277.Vol.XXIV, Juli, 2002.

Kotler, Philip, *Marketing Management*, The Milenium Edition, International Edition, Prentice-Hall, Inc., New Jersey, 2000.

Laporan Perkembangan Data Perusahaan Periode BRI Kanwil Jakarta, Desember 2002.

Laporan Tahunan BRI 2002.

Lovelock, Christopher,H., *Services Marketing*, Third Edition, Prentice-Hall, Inc., New Jersey, 1996.

Mulyadi, *Balance Score Card: Alat Manajemen Kontemporer untuk Pelipatganda Kinerja Keuangan Perusahaan*, Cetakan ke-1, Salemba Empat, Jakarta, 2001

Mulyadi, dan Johny Setyawan, *Sistem Perencanaan dan Pengendalian Manajemen*, Edisi ke-2, Salemba Empat, Jakarta, 2001

Nagel, Kurt., *6 Kunci Keberhasilan Perusahaan*, Cetakan ke dua, PT.Elex Media Komputindo, Jakarta, 1996.

Pearce and Robinson, *Strategic Management, Formulation, Implementation, and Controlling*, Richard D.Irwin, Inc.,1996.

Porter, Michael E., *Competitive Strategy, Techniques for Analysing Industries and Competitors*, The Free Press, New York, 1980

Porter, Michael E, *Keunggulan Bersaing*, Edisi Bahasa Indonesia, Bina Rupa Aksara, Jakarta, 1994

Sekaran, Uma., *Research Methods for Business*, John Wiley & Sons,Inc, New York, 2003.

Setiyoso, D.E, *Kondisi Perekonomian dan Perbankan Indonesia*, Bahan Ceramah pada PCPU Angkatan XVII, April 2003.

Siagian, Sondang P., *Manajemen Stratejik*, Bumi Aksara, Jakarta, Juli 2003.

Sugiarto, Agus, *Membangun Fundamental Perbankan yang Kuat*, Harian Media Indonesia, Jakarta, 26 Januari 2004.

Sugiarto, Agus, *Mengapa Modal Minimum bank harus Rp. 100 milyar*, Harian Kompas, Jakarta, 31 Januari 2004.

Thompson, Arthur A. and Strickland III, A. J., *Strategic Management, Concepts and Cases*, twelfth edition, McGraw-Hill/Irwin, International Edition, 2001.

Umar, Husein, *Strategic Management In Action : konsep, teori, dan teknik menganalisis manajemen strategis : strategis business unit berdasarkan konsep Michael R.Porter, Fred R.David, dan Wheelen-Hunger*, Cetakan kedua, Gramedia Pustaka Utama, Jakarta, September 2002

Yin, R.K., 1994, "*Case Studi Research : Design and Method*", 2<sup>nd</sup> Edition , Applied Social Research Methods Series, Volume 5. SAGE Publication International Educational and Professional Publisher.

Wijaya, Krisna, *Reformasi Perbankan Nasional*, Catatan Kolom demi Kolom, PT. Kompas Media Nusantara, Jakarta, 2000.

\_\_\_\_\_.SKH. Kompas, "*Ekonomi Indonesia diproyeksikan tumbuh 5 % tahun 2004*" , Tanggal 28 April 2003.

\_\_\_\_\_.SKH. Kompas, , "*Mangga Dua, Tumpuan Baru Bisnis DKI Jakarta*", Tanggal 7 Mei 2003.