

DAFTAR PUSTAKA

- Beauchamp, T. L. (2003). *The Nature of Applied Ethics*. In *A Comparison to Applied Ethics* (Ser. Blackwell Companion to Philosophy). Oxford: Blackwell Publishing.
- Bertens, K. (2013). *Pengantar Etika Bisnis*. Yogyakarta: Kanisius.
- Boatright, J. R. (2013). *Ethics and the Conduct of Business* (7th ed.). Boston: Pearson.
- Carroll, A. B., & Buchholtz, A. K. (2015). *Business and Society: Ethics, Sustainability, and Stakeholder Management* (9th ed.). Stamford, CT: Cengage Learning.
- Crane, A., & Matten, D. (2016). *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization* (4th ed.). Oxford: Oxford University Press.
- Dalgic, T., & Leeuw, M. (1994). "Niche Marketing Revisited: Concept, Applications and Some European Cases." *European Journal of Marketing*, 28(4), 39-55.
- DesJardins, J. R. (2014). *An Introduction to Business Ethics* (5th ed.). New York: McGraw-Hill Education.
- Dolnicar, S., Grün, B., & Leisch, F. (2018). "Market Segmentation Analysis: Understanding It, Doing It, and Making It Useful." *Journal of Market Research*, 55(1), 1-19.
<https://doi.org/10.1509/jmr.17.0010>
- Donaldson, T., & Dunfee, T. W. (1999). *Ties That Bind: A Social Contracts Approach to Business Ethics*. Boston: Harvard Business School Press.
- Epstein, M. J., & Buhovac, A. R. (2014). *Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts* (2nd ed.). Oakland, CA: Berrett-Koehler Publishers.
- Fahmi, I. (2017). *Etika Bisnis: Teori, Kasus, dan Solusi*. Bandung: Penerbit Alfabeta.

- Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2018). *Ethical Marketing*. Hoboken, NJ: Prentice Hall.
- Harrison, M. R. (2005). *An Introduction to Business and Management Ethics*. Basingstoke: Palgrave Macmillan.
- Keraf, A. S. (1998). *Etika Bisnis: Tuntutan dan Relevansinya*. Yogyakarta: Kanisius.
- Keraf, A. S. (2002). *Filsafat Lingkungan Hidup*. Yogyakarta: Kanisius.
- Kotler, P. (2000). *Marketing Management: The Millennium Edition*. Upper Saddle River, NJ: Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). London: Pearson.
- McDonald, M., & Dunbar, I. (2013). *Market Segmentation: How to Do It, How to Profit from It*. Chichester: John Wiley & Sons.
- Murphy, P. E., & Laczniak, G. R. (1981). "Marketing Ethics: A Review with Implications for Managers, Educators, and Researchers." *Journal of Business Ethics*, 10(2), 245-260.
<https://doi.org/10.1007/BF00383379>
- Peppers, D., & Rogers, M. (1993). *The One to One Future: Building Relationships One Customer at a Time*. New York: Currency/Doubleday.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). Upper Saddle River, NJ: Pearson.
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Hoboken, NJ: Pearson.
- Smith, W. R. (1956). "Product Differentiation and Market Segmentation as Alternative Marketing Strategies." *Journal of Marketing*, 21(1), 3-8.

Quinn, J. J. (1997). "Personal Ethics and Business Ethics: The Ethical Attitudes of Owner/Managers of Small Business." *Journal of Business Ethics*, 16(2), 119-127.

<https://doi.org/10.1023/A:1017964513293>