

DAFTAR PUSTAKA

- Aaker, D. A. (2010). *Building strong brands*. Free Press.
- Aiswarya, G., & Krishnan, J. (2019). Brand perception: How is it created? How does it affect the buying process? An empirical analysis on apparel brands. *International Journal of Innovative Technology and Exploring Engineering*, 8(6), 500–504.
- Anderson, J. C., Narus, J. A., & Narayandas, D. (2009). *Business market management: Understanding, creating, and delivering value*. Pearson Education.
- Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. K&S Ranch Press.
- Chaffey, D. (2009). *E-business and e-commerce management: Strategy, implementation and practice* (4th ed.).
- Coleman, B. (2021, April 6). Paid social media: Worth the investment? *HubSpot*. <https://blog.hubspot.com/marketing/paid-social-media>
- Cooper, A. (2017). *The inmates are running the asylum: Why high-tech products drive us crazy and how to restore the sanity* (2nd ed.). Sams Publishing.
- Corcoran, S. (2009, December 16). *Defining earned, owned, and paid media*. Forrester. Retrieved November 24, 2024, from https://www.forrester.com/blogs/09-12-16-defining_earned_owned_and_paid_media/
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.
- Eisenmann, T. R., Ries, E., & Dillard, S. (2011). *Hypothesis-driven entrepreneurship: The lean startup*.
- Fill, C., & Turnbull, S. (2016). *Marketing communications: Discovery, creation and conversations*. Pearson Education Limited.
- Firmansyah, M. A. (2020). *Komunikasi pemasaran*. Penerbit Qiara Media.
- Gompers, P., & Lerner, J. (2001). The venture capital revolution. *Journal of Economic Perspectives*, 15(2), 145–168.

- Hoyer, W. D., & Brown, S. P. (1990). Effects of brand awareness on choice for a common, repeat-purchase product. *Journal of Consumer Research*, 17(2), 141–148. <http://www.jstor.org/stable/2626806>
- Hutt, M. D., & Speh, T. W. (2013). *Business marketing management*. South-Western Cengage Learning.
- Keller, K. L. (2008). *Strategic branding management: Building, measuring, and managing brand equity* (3rd ed.). Prentice Hall.
- Koll, O., & Wallpach, S. (2009). One brand perception? Or many? The heterogeneity of intra-brand knowledge. *Journal of Product & Brand Management*, 18(5), 338–345. <https://doi.org/10.1108/10610420910981819>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kozinets, R. V., de Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(2), 71–89.
- Levitt, T. (1960). Marketing myopia. *Harvard Business Review*, 38(4), 45–56.
- Lovelock, C., & Wirtz, J. (2011). *Services marketing: People, technology, strategy* (7th ed.). Pearson.
- Maddalena, S. (2024, October 23). Digital 2024 – We are Social Indonesia. *We Are Social Indonesia*. <https://wearesocial.com/id/blog/2024/01/digital-2024/>
- McGrath, R. G. (2010). *Business models: A discovery driven approach*. *Long Range Planning*, 43(2), 247–261.
- Percy, L. (2008). *Strategic integrated marketing communications*. Butterworth-Heinemann.
- Pereira, D. (2023). *What is business-to-business (B2B)? Types and examples*. *Business Model Analyst*. <https://businessmodelanalyst.com/business-to-business-b2b/>
- Porter, M. E. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. Free Press.
- Prasetyo, B., et al. (2018). *Komunikasi pemasaran terpadu: Pendekatan tradisional hingga era media baru*. UB Press.
- Ries, A., & Trout, J. (2001). *Positioning: The battle for your mind*. McGraw-Hill.
- Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*.

- Rossiter, J. R., & Percy, L. (1997). *Advertising and promotion management* (2nd ed.). McGraw-Hill.
- Schultz, D. E., & Schultz, H. (2003). *IMC, the next generation: Five steps for delivering value and measuring financial returns*. McGraw-Hill.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications* (9th ed.). Cengage Learning.
- Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.
- Teece, D. J. (2010). Business models, business strategy and innovation. *Long Range Planning*, 43(2), 172–194.
- Webster, F. E., & Wind, Y. (1972). *Organizational buying behavior*. Prentice Hall.