



## DAFTAR PUSTAKA

- Anthony, Robert N., dan Vijay Govindarajan, 1998, *Managemen Control System*, Ninth Edition, Richard D. Irwin, Illionois
- Assael, H., 1995, *Consumer Behavior and Marketing Action*, Fifth Edition, South Western College Publishing, Cincinnati, Ohio
- Cravens, D.W., 1997, *Strategic Marketing*, Fifth Edition, McGraw-Hill, New York
- Djojosoedarso, S., 1999, *Prinsip-Prinsip Manajemen Risiko dan Asuransi*, Edisi 1, Salemba Empat, Jakarta
- Freddy Rangkuti, 2001, *Analisis SWOT Teknik Membedah Kasus Bisnis*, PT Gramedia Pustaka Utama, Jakarta
- Glen L. Urban & Steven H. Star, 1991, *Advanced Marketing Strategy*, Phenomena, Analysis and Decisions, Prentice Hall
- Hermawan Kartajaya, 1996, *Marketing Plus 2000 Siasat Memenangkan Persaingan Global*, PT. Gramedia Pustaka Utama
- Kotler, Philip, 1997, *Marketing Management, Analysys, Planning, Implementation and Control*, Ninth Edition, Prentice-Hall,
- Kotler, P. and Armstrong, G., 1997, *Marketing : An Introduction*, Forth Edition, Prentice-Hall, Upper Saddle River, New Jersey
- Luthans, Fred, 1998, *Organizational Behavior*, Eight Edition, McGraw-Hill, Inc, New York
- Porter, M.E, 1980, *Competitive Strategy, Techniques for Analyzing Industries and Competitors*, Free Press, London
- Porter, M.E, 1994, *Keunggulan Bersaing Menciptakan dan Mempertahankan Kinerja Unggul*, Binarupa Aksara, Jakarta
- Rambat Lupiyoadi, 2001, *Manajemen Pemasaran Jasa : Teori dan Praktik*, Penerbit Salemba Empat, Jakarta
- Rangkuti, F., 1999, *Analisis SWOT Teknik Membedah Kasus Bisnis : Reorientasi Konsep Perencanaan Strategis untuk Menghadapi Abad 21*, PT. Gramedia Pustaka Utama, Jakarta

