

DAFTAR PUSTAKA

- Al Ju'beh, Kathy. 2017. *Disability-Inclusive Development Toolkit*. CBM International.
- Assael, Henry. 2004. *Consumer Behavior: A Strategic Approach*. New York: Houghton Mifflin Company.
- Belesiotti, Ourania. 2011. *Celebrities Endorser and Their Scandals: Can negative publicity of celebrities' endorsement damage a reputation of a brand?* Amsterdam: University of Amsterdam.
- Blackwell, Roger, *et al.* 2007. *Consumer Behaviour and Asia Pacific Approach*. Melbourne: Nelson Australia PTY Limited.
- Cravens, David W dan Piercy, Nigel F. 2013. *Strategic Marketing, 10th edition*. New York: McGraw-Hill.
- Creswell, John W. 2007. *Qualitative Inquiry & Research Design: Choosing Among Five Approaches, 2nd edition*. California: Sage Publications, Inc.
- Creswell, John W. 2014. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 3rd edition*. (Achmad Fawaid, Trans). California: Sage Publications, Inc. (Original work diterbitkan tahun 2009)
- Faulkner, David dan Bowman, Cliff. 1995. *The Essence of Competitive Strategy*. UK: Prentice Hall International (UK) Limited.
- Flick, Uwe. 2002. *An Introduction to Qualitative Research, 2nd edition*. London: SAGE Publications Ltd.
- Grech, Shaun. 2015. *Disability and Poverty in the Global South: Renegotiating Development in Guetamala*. London: Palgrave Macmilan.
- Hak Atas Pekerjaan yang Layak bagi Penyandang Disabilitas*. Kantor Perburuhan Internasional – Jakarta: ILO, 2013.
- Hawkins, Del I dan Mohersbaugh, David L. 2013. *Consumer Behaviour: Building Marketing Strategy, 12th edition*. New York: McGraw- Hill Education.
- Hax, Arnoldo C. dan Majluf, Nicolas S. 1995. *The Strategy Concept and Process: A Pragmatic Approach, 2nd edition*. New Jersey: Prentice Hall.
- Heath, Karen L dan Reed Danielle L. 2013. "Industry-driven Support (Ids) Model to Build Social Capital and Business Skills of Low-income Entrepreneurs

With Disabilities.” *Journal of Vocational Rehabilitation* 38 (Juni): 139–148

Indonesia Disability Convention Team. *Indonesia Shadow Report: Implementation of the United Nations Convention on the Rights of Persons with Disabilities*. 2017.

Jaeger, Paul T dan Bowman, Cynthia Ann. *Understanding Disability: Inclusion, Access, Diversity, and Civil Rights*. 2005. London: Praeger Publishers.

Janutama, Ki Herman Sinung. 2015. *Polowijan: Disabilitas dalam Budaya Masyarakat Eksotik*. Yogyakarta: SAPDA.

Kotabee, Masaaki dan Helsen, Kristiaan. (2015). *International Marketing, 6th edition*. Singapura: McGraw- Hill Education.

Kotler, Philip dan Keller, Lane Kevin. 2009. *Marketing Management, 13th edition*. New Jersey: Pearson Education, Inc.

Kotler, Philip *et al.* 2009. *Marketing Management: an Asian Perspectives, 5th edition*. Singapura: Pearson Education South Asia.

Mayer, Jesica Beth. 2015. *Super Crip*. Tersedia di <http://thecomunicatedstereotype.com/super-crip/>, diakses pada 15 April 2018.

McKechnie, D. S., Grant, J. dan Katsioloudes, M. 2008. *Positions and positioning: Strategy simply stated. Business Strategy Series*, 9(5), 224–230. doi:<http://dx.doi.org/10.1108/17515630810906729>

Oliver, Mike. 1990. *The Individual and Social Models of Disability*. Reader in Disability Studies. Thames Polytechnic.

Peter, Paul J. dan Olson, Jerry C. 2010. *Consumer behavior and Marketing Strategy, 9th edition*. Newyork: McGraw-Hill Education.

Roy, Subhadip. 2006. “An Exploratory Study in Celebrity Endorsements.” *Journal of Creative Communications* 1 (February): 140 – 153.

Rudel, Fredrica. 2006. “Shopping with a Social Conscience: Consumer Attitudes toward Sweatshop Labor.” *Clothing and Textile Research Journal* 24 (Oktober): 283 – 285.

- Schiffman, Leon G. dan Kanuk, Leslie Lazar. 2010. *Consumer Behavior*. New Jersey: Pearson Education, Inc.
- Sekaran, Uma dan Bougie, Roger. 2010. *Research Methods for Business: A Skill Building Approach, 5th Edition*. West Sussex: John Wiley & Sons Ltd.
- Solomon, Michael R. 2004. *Consumer Behavior: Buying, Having, and Being, 6th edition*. New Jersey: Pearson Education, Inc.
- Still, Richard R., et al. 1998. *Sales Management: Decisions, Strategies, and Cases, 5th edition*. New Jersey: Prentice-Hall International, Inc.
- Swain, John., et al. 2003. *Controversial Issues in a Disabling Society*. Oxford: Marston Book Services Limited.
- Taylor, Steven J dan Bogdan, Robert. 1998. *Introduction to Qualitative Research Methods, 3rd edition*. Canada: John Wiley & Sons, Inc.
- Thohari, Slamet. 2013. *Disability in Java: Contesting Conceptions of Disability In Javanese Society after the Suharto Regime*. Latvia: Lambert Academic Publishing.
- Thompson, Jr., Arthur A dan Strickland III, A.J. 1996. *Strategic Management: Concepts and Case, 9th edition*. Amerika Serikat: Times Mirror Higher Education Group, Inc.
- Urban, Gien L dan Star, Steven H. 1991. *Advanced Marketing Strategy: Phenomena, Analysis, and Decissions*. New Jersey: Prentice-Hall Inc.