

DAFTAR PUSTAKA

- Baye, MichaelR (2010) *Managerial Economics and Business Strategy*, 7th edition, Singapore, McGraw Hill
- David, FredR, (2006) *Strategic Management*, edisi 10, Jakarta, Salemba Empat
- Kuncoro.Mudrajad (2008) *Strategi Bagaimana Meraih Keunggulan Kompetitif*, Jakarta, Erlangga
- Porter, MichaelE (2007) *Competitive Strategy: Techniques for Analyzing Industries and Competitors*, United States of America, The Free Press
- Sugiyono (2005) *Memahami Penelitian Kualitatif*, Bandung, Alfabeta
- Thompson, A., A.J. Strickland III & J.E. Gamble (2010) *Crafting and Executing Strategy : The Quest for Competitive Advantage : Concept and Cases*, 17th edition, London, McGraw Hill