

DAFTAR PUSTAKA

- Arthur A. Thompson Jr. (2005). *Crafting and Executing Strategy_ The Quest for Competitive Advantage Concepts & Cases 14th edition, McGraw-Hill International Edition*
- Kotler, Philip, (1994) *Marketing Management, Analysis, Planning, Implementation, and Control edisi 8, Prentice, Hall International*
- Collis, Montgomery (2005) *Corporate Strategy. A Resource-Based Approach Second Edition McGraw-Hill International Edition*
- Tunggal, Widjaja, Amin (2003) *Manajemen Strategik, Jakarta, Harvarindo.*
- Michael E. Porter, (1994) *Competitive Advantage, Collier Macmillan Publishers.*
- Thompson, A.A & Strickland, A.J. (2004). *Strategic Management, Thirteenth Edition. Mc Graw Hill*
- Rangkuti, Freddy, (2004), *Analisis SWOT Teknik Membedah Kasus Bisnis, PT Gramedia Pustaka Utama, Jakarta*
- Jay B. Barney (2002). *Gaining and Sustaining Competitive Advantage. Second edition, Prentice Hall International*
- Michael A. Hitt, (2006) dalam bukunya “Manajemen Strategis Menyongsong Era Persaingan dan Globalisasi” .
- PT Pertamina Geothermal Energy. Rencana Kerja dan Anggaran Perusahaan, (RKAP) tahun 2003
- PT Pertamina Geothermal Energy. Rencana Jangka Panjang Perusahaan, (RJPP) tahun 2003 sampai dengan 2008.
- PT Pertamina Geothermal Energy., (2007). Laporan Keuangan PT Pertamina Geothermal Energy. tahun 2000 sampai dengan 2007