



## DAFTAR PUSTAKA

- Astra Credit Companies, *Laporan Hasil Survey Tahunan 2009*.
- Astra International, PT, Website, diunduh pada 5 Maret 2010
- Bank Indonesia, Website, diunduh pada 26 Juli 2010
- E Trading Securities, Data Analisis Profile Ekonomi Indonesia 2009-2010
- Gaikindo, Website, diunduh pada 5 Maret 2010
- Hasan, Ali, *Marketing*, Medpress, Yogyakarta 2009
- Hax, Arnoldo C., Majluf, Nicolas S., *The Strategy Concept and Process – A Pragmatic Approach*, 2<sup>nd</sup> Edition, Prentice-Hall International, London, 1996
- Infobank, *Ulasan Perkembangan Ekonomi tahun 2010*, edisi 9 April 2010
- Net Promoter, Website, diunduh pada 22 April 2010
- Peng, M. W., J. Tan, and T.W. Tong. "Ownership Types and Strategic Groups in Emerging Economies." *The Journal of Management Studies* 41 (2004): 1105–1129
- Pearce, John A. dan Robinson Jr., Richard B., *Strategic Management–Formulation, Implementation and Control*, 10<sup>th</sup> Edition, McGraw-Hill, 2007
- Pratikno, Nasionalisme dan Kebangsaan di Era Desentralisasi, *Jurnal Ilmu-Ilmu Sosial*, Fisipol UGM, diunduh pada 1 Sept 2010
- Raymond E. Miles and Charles C. Snow, *Organization Strategy, Structure, and Process*, 1978
- Saleh, Tahir dan Kurnia, Wiwie, *Bisnis Indonesia* edisi 14 Juni 2010
- Teresko, John. "Making a Pitch for PLM." *Industry Week* 253, no. 8 (August 2004): 57.
- Thompson, Arthur A., Strickland, A.J., Gamble dan John E., *Crafting and Executing Strategy – The Quest for Competitive Advantage*, 17<sup>th</sup> Edition, McGraw-Hill, New York, 2009
- Top Of Mind, Website TOMA, diunduh pada 10 Agustus 2010
- Variya, Pathik B., Top of The Mind Awareness of Gujarati Newspapers
- Widardjo, Munin, *Konsep Teknologi Informasi Bagi Industri Keuangan*, Info Iptek, <http://www.ristek.go.id>, diunduh pada 21 April 2010