

KEPUSTAKAAN

- Arnaldo C. Hax & Nicolas S. Majluf, 1996, *The Strategy Concept and Process, A Pragmatic Approach*, Prentice Hall, Inc.
- Hill, C.W.L., 2007, *International Business, Competing in the Global Marketplace*, Sixth Edition, McGraw-Hill International Edition, New York.
- Kotler, P. & Keller, K.L., 2007, *Marketing Management*, Twelve Edition, Pearson International Edition, New Jersey.
- Kuncoro M, 2005, *Bagaimana Meraih Keunggulan Kompetitif*, Erlangga.
- Kusdriana D, 2009, *Babak Baru Industri Telekomunikasi di Indonesia*.
- Hubeis M & Najib M, 2008 *Manajemen Strategik dalam Pengembangan Daya Saing Organisasi*.
- Porter, M, 1980, *Competitive Strategy, Technique for Analyzing Industries and Competitor*.
- Thompson, Jr.,A.A., Strickland III, A.J & Gamble, J.E., 2010, *Crafting & Executing Strategy, The Quest for Competitive Advantage, Concept and Cases*. Seventeenth Edition, McGraw-Hill International Edition, New York.

www.xl.co.id