



## DAFTAR PUSTAKA

- D' Aveni, Richard A., Coping With Hypercompetition: Utilizing the New 7S's Framework, *Journal of Academy of Management Executive*, 1994.
- David, Fred R, *Manajemen Strategi: Konsep, Edisi Bahasa Indonesia*, Edisi Kesembilan, Penerbit Prenhallindo, Jakarta, 2002.
- Eco, Umberto, *Theory of Semiotics*, Indiana: University of Indiana Press, 1979.
- Fisk, Peter, *Marketing Genius*, Elex Media Komputindo, Jakarta, 2006.
- Grant, Robert M, *Analisis Strategi Kontemporer: Konsep, Teknik, dan Aplikasi*, Penerbit Erlangga, 1997.
- Hamel, Gary and C.K. Prahalad, Strategic Intent, *Harvard Business Review*, May-June, p. 63-76, 1989.
- Hamel, Gary and C.K. Prahalad, Competing for The Future, *Harvard Business Review*, July-Agustus, p. 122-128, 1994.
- Hill, Charles W.L., & Jones, Gareth, J., *Strategic Management Theory: an Integrated Approach*, 4<sup>th</sup> Edition, Houghton Mifflin Company : NY, 1998.
- Indrajit, Eko, Teknologi Informasi dan Peningkatan Keunggulan Kompetitif Perusahaan, Elex Media Komputindo, 2001.
- Jauch, L.R dan W.F. Glueck, *Manajemen Strategi dan Kebijakan Perusahaan, Edisi Ketiga*, Erlangga, Jakarta, 1999.
- Kalchas Group, *Ranking of Strategy*, August, 1996.
- Kim, W. Chan, and Mauborgne, Renée, Blue Ocean Strategy, *Harvard Business Review*, October, 2004
- Kim, W. Chan, and Mauborgne, Renée, Blue Ocean Strategy: From Theory To Practice, *California Management Review*, Vol. 47 (3), Spring, 2005
- Kim, W. Chan, dan Mauborgne, Renée, *Blue Ocean Strategy*, Penerbit Serambi, 2005.
- Kotler, Phillip, *Marketing Management*, Prentice Hall, Inc, New Jersey, 2003
- Kotler, Philip, *Manajemen Pemasaran*, Edisi Milenium, Prenhallindo, 2003.
- Kuncoro, Mudrajad, *Strategi: Bagaimana Meraih Keunggulan Kompetitif?* Penerbit Erlangga, 2005.
- Morrison, Ian, *The Second Curve*, Great Britain: Nicholas Brealey Publishing Ltd, 1996.
- Mulyadi, *Balanced Scorecard: Alat Manajemen Kontemporer Untuk Pelipatganda Kinerja Keuangan Perusahaan*, Penerbit Salemba Empat, Jakarta, 2001.
- Nisjar, Karhi dan Winardi, *Manajemen Strategik*, Penerbit Mandar Maju Bandung, 1997.



- Pearce, John A. dan Richard B. Robinson, *Strategic Management Formulation, Implementation, and Evaluation*, McGraw Hill, 2005.
- Pearche II, John A. & Robinson, Jr. Richard B., *Strategic Management*, 5<sup>th</sup> ed., Richard D Irwin, Inc, 1996
- Porter, Michael E., *Competitive Advantage*, The Free Press, New York, 1980.
- Porter, Michael E., *Competitive Strategy (Strategi Bersaing, Teknik Menganalisis Industri dan Pesaing)*, terjemahan Ir. Agus Maulana, MSM, Jakarta, Erlangga, 1997.
- Rangkuti, Freddy (1998), *Analisis SWOT*, Teknik Membedah Kasus Bisnis: Reorientasi Konsep Perencanaan Strategis Untuk Menghadapi abad 21, Jakarta, PT Gramedia.
- Rowe, A. J., Mason, R. O., Dickel, K. E., Mann R.B., and Mockler R. J, *Strategic Management: Methodological Approach*. Addison-Wesley Publishing Comp. Inc., 1994.
- Siagian, Sondang P., *Manajemen Strategik*, Penerbit Bumi Aksara, Jakarta, 2001
- Thompson & Strickland, *Strategic Management*, "Concept and Cases, Fourteenth Edition, McGraw-Hill Irwin, 2005.
- Triaji, Rahmat Broto, Market Commitment Model: *Strategic Management Alternatif Formulasi strategi Bagi Perbankan Indonesia*, Working Paper MM-UGM Kelas Khusus BankExim III, Yogyakarta, 2004.
- Wheelen, Thomas L dan J. David Hunger, *Strategic Management*, Prentice Hall, 2003.

#### **SUMBER INTERNET**

[http://kunci.or.id/esai/misc/antariksa\\_kaos.htm](http://kunci.or.id/esai/misc/antariksa_kaos.htm)

<http://www.saturnet.com>

<http://www.textile.web.id>

#### **SUMBER IN-DEPTH INTERVIEW**

Manajemen PT. Mondrian Klaten 2007.