



Evaluating differentiation strategy through value chain activities in order to gain competitive advantage :: Case study the Cangkringan Jogja Villas & Spa
AYUDHYA, Indira Dwiajeng, Amin Wibowo, M.B.A., Ph.D

Universitas Gadjah Mada, 2010 | Diunduh dari <http://etd.repository.ugm.ac.id/>

EVALUATING DIFFERENTIATION STRATEGY THROUGH VALUE CHAIN ACTIVITIES IN ORDER TO GAIN COMPETITIVE ADVANTAGE

Case Study The Cangkringan Jogja Villas & Spa

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management
Department of Social Sciences



PERPUSTAKAAN
UNIVERSITAS GADJAH MADA

Submitted by
INDIRA DWIAJENG AYUDHYA
08/271198/PEK/12596

to
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2010