

DAFTAR PUSTAKA

- Collis, DJ and C.A Montgomery, 1998, Corporate Strategy: A Resources Based Approach, Mc Graw Hill.
- Thomas L. Wheelen, J.D. Hunger, 20, Strategic Management Business Policy 7th Edition, The New Global Millennium
- Michael A. Hitt, R.Duane Ireland, Robert E. Hoskisson, 2001, Strategic Management:Competitiveness and Globalization 4th Edition, Thomson Learning.
- Arthur A Thompson. Jr., AJ Strickland dan John E Gamble, 2005, Crafting and Executing Strategy, Mc Graw Hill.
- Bambang Hariadi, 2003, Strategi Manajemen, Perumusan Strategi Untuk Memenangkan Bisnis, Bayumedia Publishing.
- Barney, Jay B., 1997, Gaining and Sustaining Competitive Advantage.
- David, F.R., Konsep Dasar Manajemen Strategis, PT. Indek Kelompok Gramedia.
- Craig S Fleisher, 2002, Strategic and Competitive Analysis, Prentice Hall
- Porter, M.E.,1980, Competitive Strategy, The Free Press.
- Porter, M.E.,1985, Competitive Advantage, The Free Press.
- Kajian Komprehensif Tentang Prospek Industri, Bisnis dan Pemasaran Pelumas di Indonesia 2006-2010, 2006, PT. MATASERV BISNISINDO
- Managemen Report Unit Bisnis Pelumas PT. PERTAMINA (PERSERO), 2006/2007
- Warta Pertamina, edisi Desember 2007.
- Jurnal Strategi Manajemen