



## DAFTAR PUSTAKA

- Cooper, Donald R. And Emory, C.Wiliam., 1995, Business Research Methods, 5<sup>th</sup> edition, Richard D. Irwin Inc.
- David, Fred R, 1998, Concept of Strategic Management, 7<sup>th</sup> edition, Prentice Hall Inc., New Jersey.
- Nelson, Cliff, 1998, Business Inteligence: Awal Era Baru dalam Manajemen, [www.Google.com/](http://www.Google.com/)
- Pearce II, John A. and Robinson, Richard B., 1996, Strategic Management: Formulation, Implementation, and Control, 5<sup>th</sup> edition, Richard D. Irwin Inc., New York.
- Porter, Michael E. 1997, Strategi Bersaing, Teknik Menganalisis Industri dan Pesaing, Cetakan kesembilan (terjemahan), Penerbit Erlangga, Jakarta.
- Porter, Micheal E., 1994, Keunggulan Bersaing: Menciptakan dan mempertahankan Kinerja Unggul, Cetakan Pertama (terjemahan), Binarupa Aksara, Jakarta.
- Rangkuti, Freddy, 1999, Analisis SWOT Teknik membedah kasus Bisnis, Penerbit PT. Gramedia Pustaka Utama, Jakarta.
- Rue, L.W. and Holland,P.G., Strategic management Concept and Experiences, McGraw Hill, Singapore.
- Thompson and Stricland, 1996, Strategic Management: Concepts and Cases, 9<sup>th</sup> edition, Mc.Graw Hill, New York.
- Wright, P. and Kroll M.J., 1996, Strategic Management Concept and cases, Prentice Hall Inc., New Jersey.