



- Cravens, David W. (2000), *Strategis Marketing Internasional Edition*, Irwin Grow-Hill
- Effendi, Sofian, Singarimbun, Masri, 1997, *Metode Penelitian Survey*, PT Pustaka LP3Es Indonesia, Jakarta
- Fred R.David, 2002, *Manajemen Strategis (Konsep)*, Edisi Bahasa Indonesia Ketujuh, PT. Prenhallindo, Jakarta.
- Kotler Philip 1997, *Marketing Management, Analysis, Planning, Implementation and Control*, 8 th, ed Engelwood chiffs, Prenticehall
- Michel E.Porter, 1994, "Menciptakan dan Mempertahankan Kinerja Unggul", Binarupa Aksara, Jakarta
- Porter, Michael, 1980, *Competitive Strategy The Free Press*, A Division Macmillan Publishing Co, INC
- Robert J. Dollan, 1991, " *Strategic Marketing Management The Practice of Management Series*", Harvard Businne School, Boston
- Skinner, Stevan dan John Ivancevich, 1992, " *Businnes for 21st Century* ", Illinois, Richard D Irwin
- Urban, Glen L. And Steven H. Star, 1991, *Advanced Marketing Strategy, Phenomena, Analysis and Decision*, Prentice-Hall, Inc., Englewood Cliffs, New Jersey
- Umar, Husein, 2002, *Strategic Management in Action*, PT Gramedia Pustaka Utama, Jakarta
- Usmara, A, 2003 , *Impementasi Manajemen Stratejik, Kebijakan dan Proses*, Amara Books, Jogjakarta
- Robert D Buzzel dan Bradley T Gale (1987) *The PIMS Principles*, Free Press, New York:



Edisi Juni 2006

Thomson, Arthur A., Strickland III, A., *Strategic Management*.-McGraw Hill,  
Twelfth Edition, 2001.

UU no. 1 tahun 1967, Kebijakan pemerintah tentang PMA

UU.No. 36 tahun 2000. Kebijakan mengenai Kawasan Berikat

UU no. 10 tahun 1995, Kebijakan mengenai masalah kepabeanan