



DAFTAR PUSTAKA

- Aaker, David A, 1998. *Strategic Market Management*. John Wiley & Sons, Inc., New York.
- Andrews, Kenneth R. 1997. *The Concept of Corporate Strategy*, Oxford University Press, New York
- Bradley, F. 1995. *Marketing Management : Providing, communicating and delivering value*. London : Prentice Hall.
- Cheng, J.L.C, and I.F. Kesner, 1997. *Organizational Slack and Respon to Environmental Shift; The Impact of Resource Allocation Patterns*. *Journal of Management*, 23;1-18
- Collis, D.J and Montgomery, C.A. 1998. *Corporate Strategy : A Resource-Based Approach*. Boston : Irwin-McGraw-Hill
- Czinkota, Ronkainen & Moffet, 1996. *International Business*. The Dryden Press, Florida.
- David, F. R. 2006. *Strategic Management*. Prentice Hall International Inc., New Jersey
- De Wit, B and Meyer. R. 1998. *Strategy : Process, Content, Context*. London : International Thomson Business Press.
- Dess, Gregory David and Alex Miller. 1995. *Strategic Management*. McGraw Hill International, Singapura.
- Duncan, W.J. 1999. *Management: Ideas and Actions*. New York: Oxford University Press, 122-125
- Foss, Nicolai J, *Resources, Firms and Strategies*, Oxford University Press, 1997
- Glueck, William F dan Lawrence, R Jauch. 1995. *Manajemen Strategis dan Kebijakan Perusahaan*, Terjemahan: Murad, Econ dan Henry Sitanggang, Erlangga, Jakarta.



- Grant, Robert M, 1995. *Contemporary Strategi Analysis*; concepts, techniques, application. Blackwell Publisher, Massachusetts.
- Hamel, G & Prahalad, CK, 1994. *Competiting for The Future*. Edisia Indonesia, Alih Bahasa Agus Maulana, Binarupa Aksara, Jakarta.
- Handy, C. 1994. *The Age Of Paradox*. Boston, MA : Harvard Business School Press.
- Hax, Arnold & Majluf, 1984. *Strategic Management*. Prentice Hall International Inc., New Jersey.
- Hariadi, Bambang, 2003, *Strategi Manajemen*. Banyumedia publishing.
- Hitt, A Michael., *Manajemen Strategis*. Edisi Bahasa Indonesia, Alih Bahasa Armand Hadiyanto, Erlangga, Jakarta. 2006.
- Irawan, Handi, 2000. *Winning Strategy*. Gramedia Pustaka Utama, Jakarta.
- Ireland, R.D., and M.A. Hitt. 1992. *Mission Statements: Importance, Challenge, and Recommendations for Development*. Business Horizon, 35(3):34-42
- Karlof, B. dan S. Ostblom, 1993. *Benchmarking*. Chichester : John Wiley and Sons.
- Kartajaya, Hermawan, 2002 *Markplus on Strategy*, Gramedia Pustaka Utama, Jakarta.
- Keegan, wren J. 2003. *Manajemen Pemasaran Global*. Edisi Bahasa Indonesia, Alih Bahasa Alexander Sindoro, Prenhallindo, Jakarta, 1996.
- Kotha, S. 1995. *Mass Costumization: Impelementing The Emerging Paradigm for Competitive Advantage*, Strategic Management Journal, 16:21
- Kotler, Philip, 2006. *Marketing Management*. Prentice Hall International, New Jersey.
- Markides, C. (1998). *Strategic Innovation in Established Companies*. Sloan Management Review, 39 (3):31-42
- Mintzberg & Quin, 1991. *The Strategy Process, Concept, Contexts, Cases*. Prentice Hall, Inc. Englewood cliffs, New Jersey.



- Peppard, J dan Rowland, P. 1995. *The ssence Of Business Process Re-engineering*. New York : Prentice Hall
- Pearce, J.A and Robinson, R. B., 1997, *Managemen Strategik: Formulasi, Implementasi, and Pengendalian*. Jilid I, Binarupa Aksara, Jakarta.
- Porter, Michael, 2007. *Strategi bersaing*. Edisi Bahasa Indonesia, Alih Bahasa Sigit Suryanto, Karisma Publishing Group, Jakarta.
- Rangkuti, F., 1997, *Analisis SWOT: Teknik Membedah Kasus Bisnis*, Gramedia Pustaka Utama, Jakarta.
- Runggeary, A, 1994. *Benchmarking : Strategi Peningkatan Keunggulan Daya Saing Perusahaan*. Manajemen, No. 92, Maret-April.
- Saaty, Thomas L. 1986. *Pengambilan Keputusan Bagi Para Pemimpin*. Edisi Bahasa Indonesia. Alih Bahasa Liana Setiono. Pustaka Binaman Pressindo, 1993. Jakarta
- Salvatore, Dominick. 2005. *Ekonomi Internasional*. Edisi Bahasa Indonesia. Alih Bahasa Haris Munandar. Erlangga. 1997. Jakarta
- Sanchez, R. 1995. *Strategic Flexibility in Product Competition*, Strategic Management Journal. Special Summer Issue, 16;pp135-159
- Schoemaker, P.J.H. 1992. *How To Link Strategic Vision To Core Capabilities*.
- Song, Jaeyong, 2002. *Firm Capabilities and Technology Ladders : Sequential Foreign Direct Investments of Japanese Electronics Firms in East Asia*, Strategic Management Journal
- Sugiyono, 2005. *Metode Penelitian Administrasi*. Penerbit Alfabeta, Bandung.
- Thompson, Arthur A and Strickland III, A.J., 2003. *Strategic Management: concepts and cases*, McGraw-Hill, New York
- Tregoe, B.B, Zimmerman, J.W, Smith, R.A and Tobia, P.M. 1989. *Vision In Action : Putting A Winning Strategy To Work*. New York : A Fireside Book.



UNIVERSITAS
GADJAH MADA

ANALISIS BERSAING PADA INDUSTRI TELEKOMUNIKASI SELULER DI INDONESIA

Astito Adhiwidyono Prasadha, Supriyadi, Dr., M.Sc.

Universitas Gadjah Mada, 2008 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Umar, Husein, 2003. *Strategic Management in Action*. Gramedia Pustaka Utama, Jakarta.

Wahyudi, A. S. 1996. *Manajemen Strategik*. Binarupa Aksara. Jakarta

Widjaja, Amin, 2004. *Manajemen Strategik*. Harvarindo, Jakarta.

Yin, R. K. 1989, *Case Study Research*, Sage Publications

Majalah T&T, -Operator GSM berlomba-lomba mengeluarkan produk 3G sebagai features unggulannya- Agustus 2006

Majalah Seluler -Pangsa pasar operator GSM setelah meluncurkan 3G dibandingkan dengan operator CDMA, April 2006