

DAFTAR PUSTAKA

- Besanko, David, David Dranove, Mark Shanley, Scott Schaefer, 2007, *Economics of Strategy, Fourth Edition*, John Wiley & Sons, Inc.
- David, Fred R., 2009, *Strategic Management, 12th Edition*, Pearson Prentice Hall, New Jersey.
- De Kluyver, Cornelis A., John A. Pearce II, 2009, *Strategy A View from the Top*, New Jersey: Pearson International Edition.
- Hoskisson, Robert E., Michael A. Hitt, R. Duane Ireland, Jeffrey S. Harrison, 2008, *Competing for Advantage, Second Edition*, Mason, Ohio: Thomson Soth-Western.
- Hubeis, Musa dan Mukhamad Najib, 2008, *Manajemen Strategik dalam Pengembangan Daya Saing Organisasi*, Edisi I, Penerbit PT Elex Media Komputindo, Jakarta.
- Bank Negara Indonesia : <http://www.bni.co.id>, diunduh tanggal 30 Januari 2010.
- BNI Card Center : <http://www.bni.co.id/KartuKredit/tabid/162/Default.aspx>, diunduh tanggal 30 Januari 2010.
- <http://aansubhan.wordpress.com/2009/07/21/key-success-factors/>, diunduh tanggal 01 Februari 2010.
- Pearce, J. A., Robinson, R.B., 2005, *Strategic Management: Formulation, Implementation, and Control*, New York: Mc Graw-Hill/Irwin.
- Pinson, Linda, 2007, *Anatomy of a Bussiness Plan, Fifth Edition*, Dearborn Trade Publishing.
- Porter, Michael E., 1980, *Competitive Strategy: Techniques for Analyzing Industries and Competitors*, New York: The Free Press.
- Purwanto, Iwan, 2008, *Manajemen Strategi*, Edisi II, Penerbit Yrama Widya, Bandung.
- Rangkuti, Freddy, 2002. *Analisis SWOT Teknik Membedah Kasus Bisnis: Reorientasi Konsep Perencanaan Strategis untuk Menghadapi Abad 21*, PT Gramedia Pustaka Utama, Jakarta.



UNIVERSITAS
GADJAH MADA

**Analisis efektifitas telesales sebagai strategi kartu kredit dalam meningkatkan volume penjualan ::
Studi kasus pada PT Bank Negara Indonesia (Persero) Tbk**

NUGRAHENI, Rina Hesti, Fahmy Radhi, Dr., M.B.A

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

Thompson, Arthur A., A. J. Strickland III, John E. Gamble, *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, Seventeenth Edition*, McGraw Hill International Edition.

Tunggal, Amin Widjaja, 2009, *Pokok-Pokok Manajemen Strategik*, Edisi I, Penerbit Harvarindo, Jakarta.

Wheelen, Thomas L., J. David Hunger, 2008. *Strategic Management and Business Policy*. New Jersey: Pearson International Edition.