

DAFTAR PUSTAKA

- Assael, Henry. (2007). *Consumer Behaviour*. Boston : Thomson-Learning
- Assenm M., Berg, G., & Pietersma, P. (2009). *Key Management Models the 60+ models every manager needs to know, 2nd edition*. Great Britain : Prentice Hall.
- Baye, MichaelR. (2010). *Managerial Economics and Business Strategy, 7th edition*. Singapura : McGraw Hill.
- Besangko, D., Dranove, D., Sahnley, Mark., Schaefer, Scott. (2010). *Economics Of Strategy, (5th ed)*. John Wiley and Son Pte Ltd.
- Berridge,Graham, (2007). *Eventsdesignand experience*. Berridge Publisher: Oxford;
- Carlton DW, Perloff JM. (2000). *Modern Industrial Organization, 3rd edition*. Massachusetts, USA : Addison Wesley Longman, Inc.
- David, Fred R. (2006). *Strategic Management, edisi 10*, Jakarta : Salemba Empat.
- David, Fred R. (2009). *Strategic Management Concepts and Cases, 12th edition*. United States of America : Pearson.
- Ghemawat, P. (2010). *Strategy and Business Landscape, 3rd edition*. NJ : Pearson.
- Hariandja, Marihot T. E (2007), *Manajemen Sumber Daya Manusia*. Jakarta : Elex Media Komputindo.
- Hutabarat, J. Dan Huseini, M. (2006). *Operasionaliasai Strategi*. Jakarta : Elex Media Komputindo.
- Kesrul, M, (2004). *Meeting, Incentive Trip, Conference, Exhibition*. Jakarta : Graha Ilmu.
- Kuncoro, Mudrajad. (2003). *Metode Riset Untuk Bisnis dan Ekonomi*, Jakarta: Erlangga.
- Kuncoro.Mudrajad. (2008). *Strategi Bagaimana Meraih Keunggulan Kompetitif*. Jakarta : Erlangga.

Noor, Any, (2009). *Manajemen Event*. Bandung : Alfabeta

Pass, Christoper & Bryan Lowes, Collins. (2004). *Kamus Lengkap Ekonomi*.
Jakarta : Erlangga.

Pendit, Nyoman S. (1999). *Wisata Konvensi*, Jakarta : Gramedia Pustaka
Utama

Porter, Michael E., (2007). *Competitive Strategy : Techniques for Analyzing
Industries dan Competitors*. United States of America : The Free Press.

Rangkuti, Freddy. (2008). *The Power of Brands : Teknik Mengelola Brand Equity
dan Strategi Pengembangan Merek Plus Anaisis Kasus dengan SPSS*.
Jakarta : Gramedia Pustaka Utama.

Schiffman, L., G. & L. L., Kanuk. (2008). *Consumer Behaviour*. Singapura :
Prentice Hall.

Sugiyono. (2005). *Memahami Penelitian Kualitatif*. Bandung : Alfabeta.

Sukirno, Sadono. (2006). *Mikro Ekonomi Teori Pengantar, edisi 3*. Jakarta : PT.
Raja Grafindo Persada.

Thompson, A., A.J. Strickland III, & J.E. Gamble (2010). *Crafting and Executing
Strategy : The Quest For Competitive Advantage : Concepts and Cases,
17th edition*. London : McGraw Hill.

Umar, Husein. (2008). *Metode Riset Bisnis*. Jakarta : Gramedia Pustaka Utama.

Asperapi (www.ieca.or.id)

JiExpo 2010 (www.jiexpo.com)

www.reedexpo.com/media-center/annual-reports

www.en.expo2010.cn

www.bps.go.