

DAFTAR PUSTAKA

- Babbie, Earl. 2012. *The Practice of Sosial Research*. California: Wadsworth, Inc.
- Baron, David P. 2003. *Business and Its Environment*. New Jersey Prentice-Hall.
- Boone, Louis and David L. Kurtz. 2000. *Contemporary Business 2000*. Canada: Harcourt Inc.
- Bovee, Courtland, & Thill, John. 2012. *Komunikasi Bisnis ed. 9*. Jakarta: PT. Indeks.
- British Business Professional Skills Development (BBPSD). 2010. *Business Communications*. UK: BBPSD limited. Diakses dari: www.bbpsd.org.uk/ibsc tanggal 10 Oktober 2014, 23.14.
- Casse, Piere. 1997. *The One Hour Negotiator* (terjemahan). Jakarta: Elexmedia Komputindo.
- Creswell, John W. 2010. *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar.
- Cutlip, Scoot. M dan Allen H. Center. 2006. *Effective Public Relations: Edisi Kesembilan*. Prenada Media Group : Jakarta.
- Daft, Richard L. 2000. *Management*. Harcourt, Inc.
- Data-Data Rekapitulasi Profitabilitas Per Jenis Produk Unit Bisnis Indmar dan Retail Periode Januari s/d Oktober 2013.
- Delia, Kathryn. 2014. Oil and Gas Companies Drill into Social Media. *Oil & Gas monitor newsletter August 22, 2014*. Diakses dari www.oilgasmonitor.com/oil-gas-companies-drill-social-media/ tanggal 10 Oktober 2014; 22.55.
- Effendy, Onong U. 1986. *Dimensi-Dimensi Komunikasi*. Bandung: Alumi.
- Effendy, Onong Uchjana. 2006. *Ilmu Komunikasi Teori dan Praktek*. Bandung: PT. Remaja Rosdakarya.
- Fisk, Peter. 2006. *Marketing Genius*. Capstone Publishing (a Wiley Company).
- Ghisini, Elisabetta, & Blendstrup, Angelika. 2008. *Communicating the American Way*. California : Happy About.

Guffey, M. E.; Rhodes, K.; Rogin, P. 2006. *Komunikasi Bisnis ed.IV (terjemahan)*. Jakarta: Penerbit Salemba Empat.

Guffey, M. E & Loewy, Dana. 2013. *Essentials of Business Communication 9e*. South-Western: Cengage Learning.

Hughes, Robert and Kapoor Jack R. 1985. *Business*. Houghton Mifflin Company.

Kotler, Philip. 2003. *Marketing Management*. New Jersey: Pearson Prentice Hall International.

Kotler, Philip, & Gary Amstrong. 1999. *Marketing for Hospitality and Tourism*. New York: Prentice Hall Inc.

Kotler, Philip, & Amstrong, Gary. 2001. *Principles of Marketing 9th Edition*. New Jersey: Prentice Hall International.

Kotler, Philip & Keller, Kevin Lane. 2006. *Marketing Management 12e*. America: Pearson Prentice Hall.

Kotler, Philip; Kartajaya, Hermawan; dan Setiawan, Iwan. 2010. *Marketing 3.0*. Jakarta: Erlangga.

Keagen, W.J., Sandra E. M., Thomas, R.D. 1995. *Marketing (3rd ed)*. New Jersey: Prentice Hall International Inc.

Laporan Keuangan Pertamina tahun 2012.

Lawrence, Anne T, James Weber dan James E. Post. 2005. *Business and Society: Stakeholder, Ethics, Public Policy*. New York: McGraw-Hill.

Lesikar, Raymond V.; Marie E. Flatley. 2005. *Basic Business Communication: Skills for Empowering the Internet Generation*. United States: McGraw Hill.

Littlejohn, Stephen W. & Foss, Karen A. 2008. *Theories of Human Communication 9th*. America : Thomson Wadsworth.

Mintzberg, H. Quinn. B.C. 1991. *The Strategy, Concepts, Contents, Case. 2nd ed*. New Jersey: Prentice Hall Inc.

Mulyanto, Atantya, H. 2009. *Materi training internal Pertamina "Quality Service Excellence"*. Bandung: Pertamina Learning Center.

Poerwanto dan Sukirno, Zakaria Lantang. 2014. *Komunikasi Bisnis Perspektif Konseptual dan Kultural*. Yogyakarta: Pustaka Pelajar.

Thompson, Arthur A., Jr. & A.J. Strickland III. 2003. *Strategic Management: Concept and Cases*. New York: McGraw-Hill.

Thompson, A, dkk. 2012. *Crafting & Executing Strategy: the quest for competitive*

- Rosenblatt, S. Bernard. 1982. *Communication in Business*. New Jersey: PHI. Inc.
- Rosmeri. 2008. *Program Pertamina Way Pasti Pas dan Citra Perusahaan: Studi Korelasional Program Pertamina terhadap Peningkatan Citra PT. Pertamina Unit Pemasaran I Medan*. Skripsi Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sumatera Utara.
- Samovar, Larry A; Richard E. Potter; Edwin R. McDaniel. 2010. *Communication Between Cultures*. Singapore: Cengage Learning.
- Scott, McLean. 2010. *Business Communication for Success*. New York: Sage Publisher.
- Shelby, Annette, Nevin. 1993. *Organizational, business, management, and corporate communication: an analysis of boundaries and relationships*. Journal of business communication, 1993, 30: 241.DOI: 10.1177/002194369303000302
- Shimp, Terrence A. 2000. *Advertising Promotion and Supplemental Aspect of Integrated Marketing Communications*. University of South Carolina.
- Suharsono & Dwiantara, Lukas. 2013). *Komunikasi Bisnis: Peran komunikasi interpersonal dalam aktifitas bisnis*. Yogyakarta: CAPS.
- Sukirno, Zakaria Lantang. 2014. *Komunikasi Bisnis Perspektif Konseptual dan Kultural*. Yogyakarta: Pustaka Pelajar.
- Swastha, DH. Basu dan Irawan. 1990. *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Wolf, Daniel D. & Mejri, Mohamed. 2013. *Crisis communication failures: The BP case study*. International journal of advances in management and Economics, vol. 2 issue 2, March-April 2013, p. 48-56. Diakses dari: www.managementjournal.info/download1.php. Tanggal 8 Oktober 2014; 4.30
- Weijermars, R. & Jong, V.d. *Closing Communication Gaps Can Improve the Success of Oil & Gas Ventures*. 2008. Oil & Gas Business Journal, diakses dari www.ogbus.ru/eng/jong tanggal 10 Oktober 2014, 22.15
- Yin, Robert K. 2015. *Studi Kasus Desain & Metode*. Jakarta: RajaGrafindo Persada.