



## **DAFTAR PUSTAKA**

- Barney, Jay. 1995. *Looking Inside for Competitive Advantage*. Briarcliff Manor, New York: Academy of Management.
- Barney, Jay. 2002. *Gaining and Sustaining Competitive Advantage* (2nd ed.). New Jersey: Pearson Prentice Hall International, Inc.
- Porter. Michael E. 1980. *How Competitive Forces Shape Strategy*. The McKinsey Quarterly.
- Day, George S. & Robin Wensley. (1988). Assessing Advantage: A Framework for Diagnosing Competitive Superiority. *Journal of Marketing*, vol. 52 (April), 1-20.
- Kuncoro, M. 2003. *Metode Riset untuk Bisnis dan Ekonomi*. Jakarta: Penerbit Erlangga.
- Mintzberg, Henry, & James B. Quinn. (1996). *The Strategy Process Concepts, Contexts, Cases* (3rd edition). New Jersey: Prentice Hall International.
- Duncan, Ginter, Swayne. 1998. Competitive Advantage and Organizational Assessment, *Academic of Management Executive*, 12(3): 6-16.
- Ulrich, Dave. (1997). *Human Resource Champion*. Boston: Harvard Business School Press.
- Coulter, Mary & Stephen P. Robbins. (1998). *Management*. Prentice Hall College Div.
- Thompson, A.A., Jr. & A.J. Strickland III. (2008). *Crafting and Executing Strategy, The Quest for Competitive Advantage Concept and Cases* (16th



edition). New York: McGraw Hill Irwin.

Thompson Jr., A. A., & Strickland, A. J. 2003. *Strategic Management: Concept and cases*. Thirteenth edition. New York: McGraw-Hill/Irwin.

Hasibuan, Malayu S.P. 2005. *Manajemen Sumber Daya Manusia*. Edisi Revisi.

Jakarta: Bumi Aksara. Mangkunegara, AA. Anwar Prabu. 2007.

Almahendra, R. 2013. *Modul Perkuliahan Strategic Management*. Yogyakarta: Magister Management Universitas Gadjah Mada.