

## DAFTAR PUSTAKA

- Anthony, R.N. and Govindarajan, V. (2007). *Management Control Systems*, New York: Mc. Graw Hill.
- Assauri, S. (2013). *Strategic Management Sustainable Competitive Advantages*, Jakarta: Raja Grafindo Persada.
- ASTM C 494/494M13 (2013). *Standard spesification for Chemical Admixture for Concrete*, West Conshohocken: ASTM Internasional.
- Barney, J. (2007). *Gaining and Sustaining Competitive Advantage 3<sup>rd</sup> Edition*, England: Pearson Education Limited.
- BCI Economic. (2014). *Indonesian Construction Market Outlook report 2015*. Jakarta: BCI Media group.
- Besanko D., Dranove S., Shanley M., Schaefer S. (2013). *Economic of Strategy, 6<sup>th</sup> ed*. Singapore: John Wiley & Sons Singapore Pte. Ltd.
- Coopeer D.R., Schindler P.S. (2014). *Business Research Methods*, 15<sup>th</sup> ed, New York: Mc Graw Hill.
- David, F.R. (2009). *Strategic Management*. Upper Saddle River, NJ: Pearson.
- Hax, A.C and Majluf, N.S. (1991). *The Strategy Concept and Process*, Pragmatic Approach Prentice Hall. New Jersey.
- Heizer, J and Render, B. (2014). *Operation Management, Sustainability and Supply Chain Management 11<sup>th</sup> Edition*, England: Pearson Education Limited.
- Homisah, Idqan F, Ahmad M.Y. (2014). “Business Portofolio Departement Strategy of PT. Sekar Laut Tbk.”, *International Journal of Administratif Science & Organization* (September): Volume 20.
- Indocement-Heidelberg. (2014). *Indonesian Economic and Construction Industry Outlook*: Indocement Heidelberg.
- Kementrian Luar Negeri RI. (2009). *Cetak Biru Komunitas Ekonomi ASEAN*: Kementrian Luar Negeri RI.
- Kementrian Perdagangan RI. (2014). *Inovasi Perusahaan Mengisi Masyarakat Ekonomi ASEAN*: Kementrian Perdagangan RI.

- Kementrian PPN/Bapennas. (2014). *Lampiran I Proyek Strategis*: Kementrian.
- Kotler. P. (2012). *Marketing Management 14<sup>th</sup> Edition*, England: Pearson Education Limited.
- Made Citra Y, Suci Fika W, Feni H. (2014). "Strategy and Performance Evaluation Analysis of PT. Nippon Indosari Corpindo". *IJSR* (Juni): Volume 3.
- Pearce, J.A. and Robinson, R.B. (2013). *Strategic Management-Formulation, Implementation, and Control, 12<sup>th</sup> Edition*, Mac Grow Hill Education (Asia).
- Porter, M.E. (1980). "*Competitive Strategy: Technique for Analyzing Industries and Competitor*"s, New York: Free Press.
- Porter, M.E. (1996). "What is Strategy?". *Harvard Business Review* (November-December).
- Porter, M.E. (2008). "The Five Competitive Forces That Shape Strategy". *Harvard Business Review* (Januari).
- PT. Adhimix Precast Indonesia. (2015), *Data Internal PT. Adhimix Precast Indonesia*.
- Rachmat, (2014). *Manajemen Strategik*, Bandung: Pustaka Setia.
- Rangkuti, F. (2013). *SWOT Balanced Scorecard cetakan kelima*, Jakarta: Gramedia.
- Rangkuti, F. (2014). *Analisis SWOT cetakan kesembilan belas*, Jakarta: Gramedia.
- SK. SNI T.15-1991.03 (1991). *Tata Cara Perhitungan Struktur Beton Untuk Bangunan Gedung*, Bandung: Departemen PU.
- Thompson, Peteraf, Gamble, Strickland. (2014). *Crafting and Executing Strategy: The Quest for Competitive Advantage Concepts and Cases 19<sup>th</sup> edition*. USA: Mc Graw-Hill .
- Tripomo, T. dan Udan, 2005. *Manajemen Strategis*. Bandung: Rekayasa sain
- Wheelen, T.L.and Hunger, J.D.(2015). *Strategic Management and Business Policy, 14<sup>th</sup> Edition*, Pearson International Edition.
- Yahya, Y. (2008). *Pengaruh Customer Relationship Management (CRM) dalam meningkatkan loyalitas pelanggan*. Universitas Budi Luhur.