

- David, R.Fred., *Concepts in Strategies Management*, 6th edition, Prentice-Hall, Inc, New Jersey, 1997
- Dendawijaya, Lukman, Manjemen Perbankan, Ghalia Indonesia, Jakarta , 2003.
- Infobank, Analisis Strategi Perbankan dan Keuangan, *Top 9 Banks Service Excellent 2005-2006*, Jakarta, Maret, No. 325 Vol. XXVIII, 2006.
- Infobank, Analisis Strategi Perbankan dan Keuangan, *Nasib Bank Kecil Pasca Beleid Baru BI*, Jakarta, Februari, No. 311 Vol. XXVII, 2005.
- Investor, Media Investasi & Keuangan, *Peta Perbankan 2005*, 30 November – 13 Desember 2004, No. 113 tahun VI, 2004
- Kotler, Philip, *Marketing Management*, The Milenium Edition, Prentice Hall, Inc. 1986.
- Kotler, Philip, *Marketing Management*, Analysis, Planning, and Control. 5th Edition, Prentice Hall, Inc. 1984.
- Laporan Keuangan Tahunan PT. Bank Mandiri Tbk. 2002.
- Laporan Keuangan Tahunan PT. Bank Mandiri Tbk. 2003.
- Laporan Keuangan Tahunan PT. Bank Mandiri Tbk. 2004.
- Laporan Keuangan Tahunan PT. Bank Mandiri Tbk. 2005.
- Porter, Michael E., *Competitive Advantange: Creating and Sustaining Superior Performance*, The Free Press, New York, 1985.
- Porter, Michael E., *Competitive Strategy: Tehcniques for Analyzing Business and Competitors*, Fifth edition, The Free Press, New York, 1998.
- Pearce, John A. and Richard B. Robinson, JR., *Manajemen Strategik,Formulasi, Implementasi dan Pengendalian*, (Edisi Indonesia), Binarupa Aksara, Jakarta. 1997.
- Anthony, Robert Newton and Govindarajan, Vijay., *Management Control System*, Eleventh edition, Mc Graw Hill, New York, 2003
- Sugiarto, Agus, *Membangun Fundamental Perbankan yang kuat*, Harian Media Indonesia, Jakarta , 26 Januari 2004.



Analisis strategi peningkatan Fee Based Income Bank Mandiri

PUTRA, Feryzal, Gudono, Dr., MBA

Sugiarto, Agus, *Mengapa Modal Minimum Bank harus Rp. 100 milyar*, Harian Kompas, Jakarta, 31 Januari 2004.

UNIVERSITAS
GADJAH MADA

Siamat, Dahlan, *Manajemen Lembaga Keuangan*, Lembaga Penerbit Fakultas Ekonomi Universitas Indonesia, Jakarta, 2004.

Sekaran, Uma, *Research Methods for Business*, John Wiley & Sons, Inc, New York, 2003.

Thompson Jr. Arthur A and Stricland III, A.J., *Strategic Management: Concepts and Cases*. Twelfth edition, Irwin/McGraw Hill, New York, 2001.

Thompson Jr. Arthur A and Stricland III, A.J., *Crafting and executing Strategy: Concepts and Cases*. Fourteenth Edition, Irwin/McGraw Hill, New York, 2005.

Tony Bendell, Louise Boulter & John Kelly, *Benchmarking for competitive advantage*, Edisi Bahasa Indonesia, PT. Elex Media Komputindo, Jakarta, 1995

Widowati, Anastasia, *Strategi peningkatan laba melalui peningkatan fee based income product pada PT. Bank Ekspor Impor Indonesia (Persero)*, Laporan Internship, 1997