



## Daftar Pustaka

- Akbar, Ali. (2019). *KlikFakta*. Retrieved November 13, 2020, from <https://www.klikfakta.com/2019/07/wakil-ketua-dprd-jepara-direktur-bumd-perumda-harus-bertanggung-jawab.html>
- Andrews, Kenneth Richmond. (1980). *The Concept of Corporate Strategy*. Homewood: R. D. Irwin.
- Boseman, F. Glenn; Arvind V. Phatak; dan Robert E. Schellenberger (1986). *Strategic Management: Text and Cases*. New Jersey: Wiley.
- Campbell, Andrew; Michael C. Goold dan Marcus Alexander. (1995). Corporate Strategy: The Quest for Parenting Advantage. *Harvard Business Review*(March-April 1995), 121-132.
- Collis, David J. dan Chyntya Montgomery (2005). *Corporate Strategy: A Resource-Based Approach*. New York: McGraw Hill.
- Cravens, David W. dan Nigel Piercy (2012). *Strategic Marketing* (10 ed.). New York: McGraw Hill.
- Forddanta, Dityasa. H. (2021, April 26). *Pendapatan turun, margin AKR Corporindo (AKRA) tetap tebal*. Retrieved from Kontan: <https://stocksetup.kontan.co.id/news/pendapatan-turun-margin-akr-corporindo-akra-tetap-tebal-1?page=2>
- Furrer, Oliver. (2011). *Corporate Level Strategy: Theory and Application*. New York: Routledge.
- Goold, Michael. C. dan Andrew Campbell (1998). Desperately Seeking Synergy. *Harvard Business Review*, 131-134.
- Goold, Michael C; Andrew Cambell; dan Marcus Alexander. (1994). *Corporate Level Strategy: Creating Value in the Multibusiness Company*. New York: John Willey & Sons Inc.
- Hax, C. Arnoldo dan Nicolas S. Majluf (1983). The Use of The Growth-Share Matrix in Strategic Planning. *The Institute of Sciences*, 46-60.
- Hax, C. Arnoldo dan Nicolas S. Majluf (1996). *The Strategy Concept and Process: A Pragmatic Approach* (2 ed.). Prentice Hall.
- Henderson, Bruce (1970). *The Product Portfolio*. BCG Perspectives, 66.
- Ketchen, Dave. (2009). *Strategy 2008-2009*. New York: McGraw-Hill.
- Putriadita, Danielisa. (2020, November 24). *Melihat prospek bisnis bahan bakar dan lahan industri AKR Corporindo (AKRA)*. Retrieved from Kontan:



UNIVERSITAS  
GADJAH MADA

**ANALISIS EVALUASI PORTOFOLIO BISNIS PADA PERUMDA ANEKA USAHA KABUPATEN JEPARA  
DENGAN PENDEKATAN  
PARENTING FIT DAN BCG MATRIX**

ALIF FIKRI ALIM, Rangga Almahendra Dr., S.T., M.M.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

<https://investasi.kontan.co.id/news/rekomendasi-prospek-bisnis-bahan-bakar-dan-lahan-industri-akr-corporindo-akra>

Schindler, Pamela. S. (2019). *Business Research Methods* (13 ed.). New York: McGraw-Hill.

Wibowo, Amin. (2020). *Corporate Strategy: Konsep dan Praktik* (1 ed.). Yogyakarta: Andi Offset.