

DAFTAR PUSTAKA

- Belch, George E and Michael A. Belch. *Advertising and Promotion: an Integrated Marketing Communication perspective*, 4th ed. Boston: McGraw Hill, 2001
- Belch, George E and Michael A. Belch. *Advertising and Promotion: an Integrated Marketing Communication perspective*, 8th ed. Boston: McGraw Hill, 2007
- Blair, Richard and Mike Murphy. *The 360 degree brand in asia, creating more effective marketing communication*. Singapura; John Wiley & Sons (asia) Pte Ltd, 2003
- Clow, Kenneth E and Donald Baack. *Integrated Advertising, Promotion and Marketing Communications*. Upper Saddle River, NJ: Pearson Prentice Hal, 2004
- Effendy, Uchjana onong M.A. *Ilmu teori dan filsafat komunikasi*. Bandung : PT. Citra Aditya Bakti, 2003
- Ferrel, O.C and Michael D. Hartline. *Marketing strategy*, 4eth ed. US: Thomson Higher Education, 2008
- Jewler, Jerome and Bonnie L. Drewniany. *Creative Strategy in Advertising*, 8th ed. US: Thomson Learning, wadsworth, 2005
- Kotler, Philip. *Marketing Management, Analysis, Planning, Implementation and Control*, 8th ed. United States of America: Prentice Hall International, Inc, 1994
- Kurtz, David L. *Principles of Contemporary Marketing*, Stamford: South-Western Educational Publishing, 2008
- Neumeier, Marty. *The Dictionary of Brand*, New York: The Aiga Press, 2004
- Ouwersloot, Hans and Tom Duncan. *Integrated Marketing Communication*. London: McGraw-Hill, 2008
- Perreault, William D, dan E. Jerome McCarthy. *Basic Marketing, A Global-Managerial Approach*, 15th ed. Boston: McGraw Hill, 2005
- Shimp, Terence A. *Integrated Marketing Communication in Advertising and Promotion*, 7th ed. South Western, US: Thomson, 2007

Semenik, Richard J. *Promotion and Integrated Marketing Communication*. South Western, US: Thomson Learning, 2002

Thompson, Arthur, Strickland, Gamble, John E. *Crafting and Executing Strategy: The Quest for Competitive Advantage*. 14th ed. New York : Irwin, McGraw-Hill, 2005

Wells, Wiliam, Moriarty Sandra, Burnett, John dan Lwin. *Advertising : Principles and Effective IMC Practice*. Singapore : Pearson Education, 2007

Wood, J. T. *Communication in our lives*. 4th ed. Belmont, CA: Thomson-Wadsworth, 2009

Brandexperience. "Definitions" available from <http://www.brandexperience.info/definitions/>; Internet; Accessed 13 December 2012

Emjaiz. "biro iklan". Available from <http://emjaiz.wordpress.com/2009/09/04/biro-iklan/>; Internet; accessed 2 September 2012.

The Economics of Advertising. "Types of Advertising" available from http://economicsofadvertising.com/?page_id=87; Internet; accessed 1 November 2012.

Imediaconnection. "Anatomy of a 360-Degree Marketing Approach," available from <http://www.imediaconnection.com/printpage/printpage.aspx?id=12601>; Internet; accessed 10 October 2012