

DAFTAR PUSTAKA

- Aaker, D.A. *Managing Brand Equity*. New York: Free Press, 1991.
- Belch, George E. & Michael A. Belch. *Advertising and Promotion an Integrated Marketing Communication Perspective*, 8th Edition. New York : McGraw-Hill, 2009.
- Bunting, Sandra Cottier. *Advertising*. Great Britain : Hodder & Staughton Educational 1996
- Burnett, John dan Moriarty, Sandra Ernst. *Introduction to Marketing Communication: An Integrated Approach* . Prentice Hall: USA, 1998.
- Chitty, William, Nigel Barker, and Terrence A. Shimp. *Integrated Marketing Communication*. Australia: Thomson, 2005.
- Duncan, Tom. *Principles of Advertising & IMC*, 2nd edition. New York: McGraw-Hill, 2005
- Duncan, Tom. *Principles of Advertising & IMC*. Singapore: McGraw-Hill, 2008.
- Egan, John. *Marketing Communications*. London: Thomson Learning, 2007.
- Fill, Chris. *Marketing Communications: Engagement, Strategies and Practice*, 4thed. England: Prentice Hall, 2005.
- Hair, Joseph F, Jr. *Essential of Marketing Research*, edisi internasional. Hall, Inc: United State of America, 2006.
- Kapferer, J.N. *Strategic Brand Management*, 2nd Edition. London: Kogan Page, 2000.
- Kertajaya, Hermawan. *Hermawan Kertajaya On Marketing Mix Seri 9 Elemen Marketing*. Bandung: Mizan, 2006.
- Kotler, Philip and Gary Armstrong. *Marketing : An Introduction*, 7e. USA: Prentice Hall, 2005.
- Moriarty, Wells Burnett. *Advertising: Principles and Practice*, 5th ed. United States of America: Pearson Education, 2003.
- Ouwensloot, Hans dan Tom Duncan. *Integrated Marketing Communication*, edisi Eropa. McGraw-Hill: Inggris, 2008.
- Netplus. Home page on-line. Available from <http://www.netplus.co.id/>; Internet; Accessed September 2012.

- Pattis, William S. *Careers in Advertising*. United States of America: McGraw Hill, 2004.
- Percy, Larry. *Strategic Integrated Marketing Communication, 1st ed.* Canada: Elsevier Inc, 2008.
- Pickton, D. Broderick, A. *Integrated Marketing Communication, 2nd Edition*. London: Pearson Education, 2005.
- PT. Nestle Indonesia. Home page on-line. Available from <https://www2.sahabatnestle.co.id>; Internet; Accessed Oktober 2012.
- Netplus. Home page on-line. Available from <http://www.netplus.co.id/>; Internet; Accessed September 2012.
- Riezbos, Rik. *Brand Management: A Theoretical and Practical Approach*. England: Pearson Education Limited, 2003.
- Semenik, Rhicard J. *Promotion and Integrated Marketing Communcation*. South-Western, Ohio: Thomson Learning, 2002.
- Shimp, Terence. *Integrated Marketing Communication in Advertising and Promotion, 7th edition*. Mason, USA: Thompson, 2005
- Shimp, Terence. *Integrated Marketing Communication in Advertising and Promotion, 8e edition*. Mason, USA: Thompson, 2010
- Solomon, Michael R, Greg W. Marshall, dan Elnora W. Stuart. *Marketing: Real people, real choices*. Pearson Education, Inc: New Jersey, 2008
- SWA. Home page on-line. Available from <http://swa.co.id/listed-articles/belanja-iklan-minumantumbuh-luar-biasa>; Internet; Accessed September 2012.
- West, Rhicard and Lynn H. Turner. *Introducing Communication Theory Analysis and Aplication, 3rd edition*. New York: Mc-Graw Hill, 2007.