

DAFTAR PUSTAKA

- Belch, George E. and A. Michael Belch. *Advertising and Promotion: An Integrated Marketing Communications Perspective 7th Edition*. New York: McGraw-Hill, 2007.
- Belch, George E. and Belch A. Michael. *Advertising and Promotion: An Integrated Marketing Communications Perspective 8th Edition*. New York: McGraw-Hill, 2009.
- Bovee, Courtland L. and John Thill. *Excellence in Business Communication*. United State: Pearson Education, 2007.
- Buttle, Francis. *Customer Relationship Management Concept and Tools*. Buttle-Heinemann, 2004.
- Cutlip, Center, Glenn M. Broom. *Effective Public Relations*. United State: Prentice Hall, 2003.
- Duncan, Tom. *Principles of Advertising and IMC 2nd Edition*. New York: McGraw-Hill, 2008.
- Fill, Chris. *Marketing Communication: Interactivity, Communities and Content 5th Edition*. Prentice Hall, 2009.
- Hair, Joseph, F, Jr. *Essentials of Marketing Research*. International Edition. United States of America: Hall, Inc. 2006.
- Kincaid, Judith W. *Customer Relationship Management; getting it right*. New Jersey: Prentice Hall PTR, 2003.
- Lowe, Robin, Peter Lancaster and Isobel Doole. *Understanding and Managing Customers*. United Kingdom: Pearson, 2005.
- Seiller, William J. and Melissa L. Beall. *Communication Making Connections*. Allyn and Bacon: Boston, 2002.
- Shimp, A. Terence. *Integrated Marketing Communication in Advertising and Promotion 7th Edition*. South-Western: Thomson, 2007.
- Solomon, Michael R, Greg W. Marshall and Elnora W. Stuart. *Marketing Real People, Real Choice 5th Edition*. New Jersey: Pearson, 2008.
- West, Richard and Turner, H. Lynn. *Introducing Communication Theory: Analysis and Application 3rd Edition*. New York: McGraw-Hill, 2007.

<http://aki.gs-astra.com/> (diakses tanggal 03 Febuari 2012)

<http://www.component.astra.co.id/business.asp?cat=1000462&lang=EN>
(diakses tanggal 03 Febuari 2012)

<http://www.investor.co.id/home/penjualan-mobil-capai-534876-unit/40110> (diakses tanggal 22 Juli 2012)

<http://www.component.astra.co.id/profile.asp?cat=1000231&lang=EN&intro=1> (diakses tanggal 25 Juli 2012)

