

REFERENCES

- Ahlstrom, David and Brutton Garry D. (2010) *International Management: Strategy and Culture in the Emerging World*. United States: South-Western, Cengage Learning.
- Alonzo, Roy. (2006). *The Upstart Guide to Owning and Managing a Bar or Tavern*. United States: Kaplan Publishing, Inc
- Arduser, Lora and Brown, Douglas Robert. (2005). *The Encyclopedia of Restaurant Training*. United States: Atlantic Publishing Group, Inc.
- Budelmann, Kevin and Kim, Yang and Vozniak, Curt (2010). *Essential Element for Brand Identity: 100 Principles for Design and Building Brands*. United States: Rockport Publisher, Inc.
- Capon, Noel and Hulbert, James M. (2007) *Managing Marketing in the 21st Century: Developing and Implementing the Marketing Strategy*. United States: Wessex, Inc., Bronxville, New York.
- Dahmer, Sondra J. and Kahl, Kurt W. (2009). *Restaurant Service Basic*. Canada: John Wiley and Sons, Inc., Hoboken, New Jersey.
- DeFranco, Agnes L and Lattin, Thomas W (2007). *Hospitality financial Management*. New Jersey: John Wiley & Sons, Inc.
- Enz, Cathy A. (2010). *Hospitality Strategic Management: Concepts and Cases 2nd Edition*. New Jersey: John Wiley & Sons.
- Healey, Matthew (2008) *What is Branding?* Singapore: RotoVision SA
- Henderson, Hubert D (2007). *Supply and Demand*. United States of America: Dodo Press.
- Henry, Anthony (2008). *Understanding Strategic Management*. United States: Oxford University Press Inc., New York.
- Hill, Charles and Jones, Gareth R. (2010) *Strategic Management Theory: An Integrated Approach*. United States: South-Western, Cengage Learning.
- Ivancevich, John M. (2010) *Human Resource Management: Eleventh Edition*. United States: McGraw-Hill Education.
- Katsigris, Costas and Thomas, Chris. (2007). *The Bar and Beverage Book*. United States: John Wiley and Sons, Inc.

- Kotler, Philip and Armstrong, Gary and Ang, Swee Hoon. (2009). *Principles of Marketing: a Global Perspective*. Singapore: Pearson Education South Asia, Pte Ltd
- Lepak, David and Gowan, Mary. (2010) *Human Resource Management: Managing Employees for Competitive Advantage*. United States: Pearson Education, Inc.
- Lovelock, Christopher and Wirtz, Jochen (2011). *Services Marketing: People, Technology, Strategy*. United States: Pearson Education, Inc.
- Miron, Amanda and Brown, Douglas Robert. (2006). *The Professional Bar and Beverage Manager's Handbook*. United States: Atlantic Publish Group, Inc.
- Morrison, Alastair M. (2002). *Hospitality and Travel Marketing: Third Edition*. United States: Delmar Thomson Learning, Inc.
- Nargundkar, Rajendra (2010) *Service Marketing 3E*. India: Tata McGraw Hill Education Private Limited.
- Robbins, Stephen P. and Coulter, Mary (2009). *Management Tenth Edition*. United States: Pearson Education, Inc.
- Shelton, Sonya and Press, Entrepreneur. (2009). *Start Your Own Bar and Club: Sports Bars, Nightclub, Neighborhood Bars, and more*. Canada: Entrepreneur Media Inc.

