REFERENCES

http://group.amorepacific.com/content/company/global/group/global-activities/southeast.html.

"Big Bang Crashes Servers and Sells out Tickets for Their First Indonesian Concert | Allkpop.com." Big Bang Crashes Servers and Sells out Tickets for Their First Indonesian Concert. June 12, 2012.


Arini, N. N. Di Balik Agresivitas Etude House Ekspansi. from


Caballero, Marjorie J. "Effects of Model Attractiveness on Sales Response."


Friedman, Hershey H. and Linda Friedman. “Endorser Effectiveness by Product


Jovanovich.1964.


