## DAFTAR PUSTAKA

- 1. Henry Assael, **Marketing**, The Dryden Press, 1<sup>st</sup> Edition, 1990
- Irwin L. Goldstein and Associates, Training and Development In Organizations, Jossey-Bass Publishers, 1<sup>st</sup> Edition, 1991
- Philip Kotler, Marketing Management, Analysis, Planning and Control, Prentice Hall, 7<sup>th</sup> Edition, 1991
- Richard J. Semenik & Gary J. Bamossy, Principle Of Marketing, A Global Perspective, South-Western College Publishing, 2<sup>nd</sup> Edition, 1995
- William D. Perreault Jr. & Jerome McCarthy, Basic Marketing, A Global Managerial Approach, Irwin, 12<sup>th</sup> Edition, 1996