

## DAFTAR PUSTAKA

### 1. BUKU.

- Craven, David W. : **Strategic Marketing**. Burr Ridge, Illinois: Richard D. Irwin Inc., 5<sup>th</sup> edition, 1997.
- David, Fred R. : **Manajemen Strategis**. Penerjemah Alexander Sindoro. Jakarta Prenhallindo, 2002.
- Walker, Orville C dan Boyd, Harper W dan Larreche, Jean-Clude. **Marketing Strategy : planning and Implementation**. Singapore: Irwin/McGraw-Hill 1999.
- Kartajaya, Hermawan. **Marketing Plus 2000 Siasat memenangkan Persaingan Global**. Jakarta: PT Gramedia pustaka utama,2000.
- Kasali, Rhenald. : **Membidik pasar Indonesia : Segmentasi, Targeting, Positioning**. Jakarta: PT Gramedia Pustaka Utama, 1998.
- Keegan, Warren. **Manajemen pemasaran Global**. Penerjemah Alexander Sindoro. Jakarta: : PT Prenhallindo, 1996.
- Kotler, Philip dan Kartajaya,Hermawan. **Repositioning Asia From Bubble to Sustainable Economy**. Penerjemah : David Octarevia. Jakarta: PT Salemba Emban Patria, 2001.
- Kotler, Philip. **Manajemen Pemasaran: Analisa, Perencanaan, Implementasi dan Kontrol**. Penerjemah Hendra Teguh dan Ronny A. Rusli. Jakarta : PT Prenhallindo, 1997.
- Porter, Michael E. : **Competitive Advantage : Creating and Sustaining Superior Performance**. New York : The Free Press, 1985.
- Porter, Michael E. : **Strategi Bersaing: Teknik Menganalisa Industri dan pesaing**. Penerjemah Agus Maulana. Jakarta: Penerbit Erlangga 1995.
- Rangkuti, Freddy. **Analisa SWOT Teknik Membedah Kasus Bisnis**. Jakarta: PT Gramedia Pustaka utama, 2001.

## 2. ARTIKEL.

AsiaWeek, "**Against a World of Giants**" February 2 2001.

AsiaWeek, "**Asian Hit The Road**" July 6 2001.

AsiaWeek, "**High-Speed Chase**" July 6 2001.

AsiaWeek, "**No Energy Crisis Sparked**" August 24 2001.

Kompas, "**Jepang dan Cina Bertarung Lewat Isu harga dan Mutu**" 22 Januari 2002.

Kompas, "**Industri otomotif, Mimpi Panjang Yang Tak Perna Terwujud**", 22 Januari 2002.

Teknologi, "**Komponen Orijinal dan Alternatif Peluangnya besar**", Juli 2001.

Teknologi, "**Mobnas No, Komponen Yes**", Juli 2001.

Teknologi, "**Naik Turunya Industri Komponen Otomotif Kita**", Juli 2001.

Teknologi, "**Ciptakan Pasar Lebih Dahulu**" Juli 2001

Warta Bulanan GIAMM. "**Global Automotive Sales May Reach a New record level During The Next Upturn Through 2003**". No 02/IV/ April 1999.

Warta Bulanan GIAMM. "**Asean: Vehicle Sales in The Asean Regional Bottomed Out in 1998 and Turns Upward in 1999**". No 06/VIII/ Agustus 1999.

Warta Bulanan GIAMM. "**Langkah-langkah Guna Membantu Penyembuhan Pemasok Asean**". No 08/X/ Oktober 1999.

Warta Bulanan GIAMM. "**Asean: U.S. And European Automakers Strengthen Their Assembly Facilities in the Region**". No 010/XII/ Desember 1999

Warta Bulanan GIAMM. "**Indonesia: Introduction of a New Automotive Industrial policy May Impack Domestic Vehicle Production**". No 010/XII/ Desember 1999

### **3. MATERI SEMINAR.**

Chan Kok Chuen, Dato' Tony " ***Strengthening The Competitiveness of ASEAN Supporting Industries***" The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.

Kitaphanich, Yongkiat" ***Current Situation of the parts and Components Industry of Thailand***"The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.

Kondo, Shoji " ***Expectations od ASEAN suppliers in era of Global Competition***" The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.

Latif, Herman Z " ***The Issues of Current Situation and Prospects of the ASEAN Auto Industries***" The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.

Morinaga,Takayuki" ***Business Operation and Promotion of Local Sourcing in ASEAN***" The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.

Nizar, Adirizal" ***Indonesia Auto Part industry***"The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.

Omichi, Masao" ***Japanese Cooperation for ASEAN Auto Industries***" The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.

Suzuki, Takao " ***The Japanese Motor Industry's Contribution to the Motor Industries of ASEAN***" The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.

Torres Feliciano " ***The Philippine Auto Part and Components Industry, Situationer anf Development Thrusts.***"The 3<sup>rd</sup> Conference on ASEAN Auto Supporting Industries, July 19-20, 2000.