

## REFERENCES

- Anderson, John. (2006). *Qualitative and Quantitative Research*.
- Andrews, K(1971). *Personal values and corporate strategy*. Harvard Business Review
- Ansoff, Igor. (2007). *Strategic Management Classic Edition*.
- Atmoko, Tjipto. (2011). *Standar Operasional Prosedur*. Retrieved on 10 June 2014 from the World Wide Web:  
<http://resources.unpad.ac.id/unpad>.
- Aveni, R. D. (2004). *Corporate spheres of influence*. MIT Sloan Management Review.
- Balgopal, Balu. (2008). *Sustainability and Competitive Advantage*. Volume 51.1.
- Bansal, P. (2005). *Evolving sustainability: A longitudinal study of corporate sustainable development*. Strategic Management Journal.
- Baumgartner R. J. 2005. *Sustainable business management: Basics, strategies and tools for sustainable corporate management. Add value through sustainability*.
- Baumgartner R. J., & Biedermann H. (2007). *Organizational culture and sustainability management. Allows the organizational culture ambitious sustainability strategies. In business practice and sustainability*. Rainer Hampp: Munich; 37–52.

- Bordes, Jeff. (2009). *Building and sustaining competitive advantage*.
- Cohen, William. (2004). *The Art of the Strategist: 10 Essential Principles for Leading Your Company to Victory*. AMACOM, New York.
- David, F.R., (2007), *strategic management*. Upper Saddle River, New Jersey: Prentice Hill.
- Dyllick, T. (2000). *Strategic use of environmental management systems*. Environmental Industry Forum.
- Ferrel,O.C and D, Harline. 2005. *Marketing Strategy*. Thomson Corporation, South Western.
- Johnson, G., Scholes, K., & Sexty, R. W. (1989). *Exploring strategic management*. Scarborough, Ontario: Prentice Hall,
- Kasali, Rhenald (2010). *Manajemen Public Relations: Konsep dan Aplikasinya di Indonesia*. Jakarta. Pustaka Utama Graffiti
- Mintzberg, Henry. (1994). *The Rise and fall of Strategic Planning*. Basic Books.
- Moekijat. (2002). *Tata Laksana Kantor Manajemen Perkantoran*. Mandar Maju, Bandung
- Phillips, J. (1997). *Return on Investment*. Houston, TX: Gulf Publishing.
- Pusjianmar (2010). *Konsep Negara Maritim dan Ketahanan Nasional*

Porter ME. 1985. *Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press: New York

Rangkuti, Freddy. (2006). *Analisis SWOT: Teknik Membedah Kasus Bisnis*.

Sutojo, S. and Kleinstuber, F. (2002). *Strategi Manajemen Pemasarn*. Seri Manajemen Damar Mulia Pustaka, Jakarta.

Syamsi, Ibnu. (1994). *Sistem dan Prosedur Kerja*, Bumi Aksara, Jakarta

Zari, .A.D. (2009). *Competitive advantage and its sources in an evolving market*. Vol 2.