



Daftar Pustaka

- A.Aaker, David., *Building Strong Brands*, The Free Press, 1996
- Baker, Michael J., *Marketing, an Introductory Text - 6th Edition*, Palgrave, 1997
- Kartajaya, Hermawan., *MarkPlus on Strategy*, PT Gramedia Pustaka Utama, 2002
- Kartajaya, HeTmawan., *Bridging to the Network Company*, PT Gramedia Pustaka Utama, 1999
- Keegan J., Warren, *Principles of Global Marketing*, Prentice Hall, 1996
- Kotler, Philip., *Marketing Management*, Prentice-Hall, Inc, 1997
- Ries, Ai, *Focus : The Future of Your Company Depends on It*, Diane Publishing Co., 1996
- Ries, Al., Trout, Jack., *Positioning: The Battle for your mind*, McGraw Hill, 1986
- Webster, Jr.,Frederick E. "*The Changing Role of Marketing in the Corporation*",
Journal of Marketing Vol. 56, October 1992