

## **DAFTAR PUSTAKA**

1. Aaker David. A, Developing Business Strategy, 4<sup>th</sup> Edition John Wiley & Son, Inc, 1995.
2. Ansoff. H. Igor, The New Corporate Strategy, John Wiley & Son, Inc, 1995.
3. Arthur J Keown, David Scott, JR, John .D. Martin, J. William Petty Basic Finance Management 7<sup>th</sup> Edition, Prentice Hall Inc.
4. Bowman Cliff, The Essence of Strategy Management, Prentice Hall Inc, 1990.
5. David Falkner, Cliff Bowman, The Essence of Competitive Strategy Prentice Hall Inc, 1995.
6. Jack Trout & Steve Rivkin, The New Positioning, The Lates on The Word's MC Draw Hill, Inc, 1996.
7. Jaunch L. R and Gluek WF, Business Policy and Strategic Management, MC Graw Hill International Edition.
8. Kotler, Philip, Marketing Management, Analysis, Planning, Implementation and control 9<sup>th</sup> Edition, Prentice Hall Inc, 1997.
9. Saleh Syafradjji, Prof,DR. Kinerja Keunggulan dan Kompetitif Pidato Pengukuhan Guru Besar Ilmu Marketing, Universitas Brawijaya, Fakultas Ekonomi, Malang 31 Oktober 1998.
10. Tjipto Fandy, Strategi Bisnis & Manajemen, Penerbit Andi Jogya, 1996.
11. Warren J. Keegan, Sandra E. Moriarty, Thomas R. Duncan, Marketing and Edition Prentice Hall, International Edition, 1995.