

DAFTAR PUSTAKA

- Olins, Wally. *Wally Olins The Brand Hand Book*. London, Thames and Hudson. 2008
- Putranto, Wendi. *Music Biz*. Yogyakarta, B-First. 2010
- Darmaprawira W.A., Sulasmi. *Warna*. Bandung, Penerbit ITB. 2002
- Ahmad, Hafiz. *Pura Pura Jurnal DKV 2*. Bandung, Program Studi Desain Komunikasi Visual FSRD ITB. 2005
- Healey, Matthew. *What is branding?*. Switzerland, RotoVision SA. 2010
- <http://rajabpresentasi.com/2009/04/strategi-pemasaran-dan-bauran-pemasaran/> (diunduh pada tanggal 7 September 2011. 22.10)
- <http://organisasi.org/definisi-pengertian-promosi-fungsi-tujuan-bauran-promosi-promotional-mix-produk> (diunduh pada tanggal 7 September 2011. 22.15)
- http://sabilalmuhtadin.net/artikel_detail.cfm?judul=28 (diunduh pada tanggal 13 September 2011.15.04)