

## DAFTAR PUSTAKA

MORGAN, Conway Llyod. 1999. Logos : Logo, Identity, Brand, Culture. Switzerland, RotoVision SA

RUSTAN, SURIANTO, S.Sn. 2009. Mendesain Logo. Jakarta, PT. Gramedia Pustaka Utama

DANGER, E.P.. Memilih Warna Kemasan Makanan. Jakarta: PT. Pustaka Binaman Pressindo, 1992.

KOTLER, Philip. 1997. Manajemen Pemasaran. Jakarta, PT. Prehallindo

TEMPORAL, Paul. 2001. Membangun Merek di Asia. Batam, Interaksara.

<http://elib.unikom.ac.id/gdl.php?mod=browse&op=read&id=jbptunikompp-gdl-firmanwidi-22309&q=rebranding> (24 Februari 2012)

<http://digilib.petra.ac.id/viewer.php?submit.x=11&submit.y=18&submit=prev&page=2&qual=high&submitval=prev&fname=%2Fjiunkpe%2Fd3%2Fpkai%2F2008%2Fjiunkpe-ns-d3-2008-22305626-10081-pumpkin-chapter4.pdf> (24 Februari 2012)

This document was created with Win2PDF available at <http://www.win2pdf.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.  
This page will not be added after purchasing Win2PDF.