

DAFTAR PUSTAKA

- Becker, BW. Dan P.E. Connor. 1981. "Personal Values of The Heavy User of Mass Media" dalam *Journal of Advertising Research*, 21 (Oktober) hal 37-43.
- Grube, JW.,IL. Weir, S. Getzlaf dan M. Rokeach. 1984. "Own Values System, Value Image, and Cigarette Smoking" dalam *Personality and Social Psychological Bulletin*, 10, hal 306-13.
- Kahle, LR. dan L. Chiagouris.1997. *Values, lifestyle, and psychographics*. Lawrence Erlbraum Associates, Mahwah NJ.
- Kahle, LR. dan P. Kennedy.1989. "Using the List of Values (LOV) to Understand Consumers" dalam *The Journal of Consumer Marketing*, 6 (3), Summer, hal,5-12.
- Kasali, Rhenald.1998. *Membidik Pasar Indonesia : Segmentasi, Targeting, dan Positioning*. Gramedia, Jakarta.
- Kotler, Philip dan Armstrong. 2004. *Principles of Marketing, IE*. Prentice-Hall, New Jersey.
- Levy, Doran J. 2001. Segmentation : Cooking a Good Segmentation. *DM Review Magazine*, Oktober 2001.
- Manser, L. dan SJ. Miller. 1978, "An Examination of the Value-Attitude Structure in the Study of Donor Behavior" dalam *Proceedings of American Institute of Decision Science*, 12 . Saint Louis, hal 532-38.
- Peter, JP. Dan JC. Olson. 1994. *Understanding Consumer Behavior*. Irwin, Burr Ridge, IL.
- Plumer, Joseph.1974. "The Concept and Application of Life Style Segmentation" dalam *Journal of Marketing*, 38 (January) hal 33-37.
- Riesman, DR., N. Glazer dan R.Denney.1950. *The Lonely Crowd : A study of the Changing American Character*. Yale University Press, New Haven, CT.

Toler, Curt, 1975. “ The Personal Values of Alcoholics and Addicts”
dalam *Journal of Clinical Psychology*, 31 (juli), hal. 554-557.

Trout, Jack dan Al Ries. 2005. *Writing The Winning Marketing Plan* .
Derby Management.