

## DAFTAR PUSTAKA

- Aaker, A., Kumar V. and Day G.S. (2001). *Marketing Research*, Seventh edition, New York: John Wiley & Sons, Inc.
- Assauri, Sofjan. (2012). *Manajemen Pemasaran*. Rajawali pers. Jakarta
- Badan Pusat Statistik. (2014, Mei 5). *Berita Resmi Statistik* No. 38/05/Th. XVII.
- Barney, J. B. (1997). Gaining and sustaining competitive advantage. Massachusetts: Addison-Wesley Pub. Co. *Journal* 15, 656-665.
- Borg, W.R., & Gall, M.D. (1983). *Educational research: An introduction*. (4th ed). New York & London: Longman.
- Cooper, Robert & Edgett. (2006). *Stage-Gate® and the Critical Success Factors for New Product Development*. BPTrends
- Cooper, Robert. (2000). Doing it Right :Winning with New Products. *Ivey Business Journal*, 4-7
- Cravens, W, David. (2001). *Pemasaran Strategi*, Terjemahan Lina Salim, Edisi IV, Cetakan 1, Jilid II, Erlangga, Jakarta.
- Dinas Pertanian, Perkebunan dan Kehutanan Kabupaten Bandung. (2012). *Komoditas Pertanian dan Perkebunan Kota Bandung*.  
<http://www.bandungkab.go.id/page/content/type/module/id/12/title/h-potensi-pertanian-perkebunan>
- Eyitayo, Oduronke. (2012). Design and Development of a Prototype ICT Skills Information Resource for Research Projects using TPTF Model. *International Journal of Information and Communication Technology Research*. University of Botswana Gaborone, Botswana, Volume 2 No. 8

- Fellows, P. (1990). *Food Processing Technology : Principles and Practice*. Ellis Horwood Limited. England
- Gooch, Deana. Research, Development, and Validation of a School Leader's Resource Guide for the Facilitation of Social Media Use by School Staff. *An Abstract of Dissertation 2012*, 85-87. Manhattan, Kansas
- Humphrey, Albert. (2005). *SWOT Analysis for Management Consulting*. SRI Alumni Newsletter (SRI International)
- Idavia .(2003). Peran Seorang Designer Produk Dalam Menjembatani Antara Keinginan Konsumen (Keinginan Pasar) dan Produk. Pintunet Suara Konsumen. Kediri. [http://www.pintunet.com/opinikonsumen/essay\[1\].htm](http://www.pintunet.com/opinikonsumen/essay[1].htm)
- Jeong, I., Kwak, J., & Lee, D. J. (2012). A Study on Global Orientation in New Product Development among Small and Medium-Sized Firms. *Seoul Journal of Business*, 18(1), 61-62
- Kartajaya, Hermawan. (2006). *Hermawan Kartajaya on Marketing*. Jakarta : Gramedia Pustaka Utama
- Kivela, Jaska Jack. (1997). Restaurant Marketing: Selection and Segmentation in Hong Kong. *International Journal of Contemporary Hospitality*. No.9/3 P.116-123.
- Klimchuk, Marianne & Krasovec, Sandra. (2008). *Desain Kemasan*. Erlangga
- Kotler, Phillip & Armstrong, Gary. (2001). *Prinsip-Prinsip Pemasaran*, jilid 2, edisi ke-8, Penerbit Erlangga, Jakarta.
- Kotler, P. (2008). *Manajemen Pemasaran*. Jilid 7. PT Prenhallindo. Jakarta.

- Kothari, C.R. (2004), *Research Methodology Methods & Techniques*. Second Revised Edition, New Age International Publisher, New Delhi.
- Kurkkio, M. (2009). Managing the fuzzy front-end: insights from process firms. *European Journal of Innovation Management*, 14(2), 252, 254-257.
- McDonald, Malcolm. (2002). *Marketing Plans: How to Prepare Them. How to Use Them*. 5th edition. Burlington: Elsevier Butterwirt-Heinemann
- Mintzberg, H. (1978). Patterns in strategy formation. *Management Science*, 24(9), 934-948.
- Mulyadi. (2012). *Akuntansi Biaya*. Edisi 5. Penerbit : Unit Penerbit dan percetakan Sekolah Tinggi Ilmu Manajemen YKPN. Yogyakarta
- Rosenthal, S. R., & Khurana, A. (1997). Integrating the Fuzzy Front End of New Product Development. *Sloan Management Review*, 38(2), 103.
- Sakarya, O. A. (2011). Resources For New Product Development In Turkey: A Spatial Approach. *Economics, Management, and Financial Markets*, 6(1), 587.
- Sekaran, U. (2003). *Research Methods for Business : A Skill Building Approach* 2nd Edition, John Wiley and Son. New York.
- Sugiyono. (1999). *Metode Penelitian Bisnis*, CV Alfabeta, Bandung.
- Tariq, M., Ishrat, R., & Khan, H. (2011). New Product Development Processes a Case Study of Apple's Success with iconic iPod and iPhone. *Interdisciplinary Journal of Contemporary Research in Business*, 3(1), 165.
- Tjiptono, Fandy .(2012). *Strategi Pemasaran*. Cetakan Andi. Yogyakarta.

- Rinjani, Ayu & Candiasa, Koyan. (2013). Pengembangan CD Interaktif Pembelajaran Statistik dengan Mengaplikasikan SPSS sebagai Pengolah. *Journal Program Pascasarjana Universitas Pendidikan Ganesha Program Studi Penelitian dan Evaluasi Pendidikan, Volume 3*
- Sumarni, M & Soeprihanto, J. (2003). Pengantar Bisnis: Dasar-dasar Ekonomi Perusahaan, Edisi Kelima, Cetakan Keempat, Liberty, Jakarta
- Unilever Corporation. (2013). World Ice Cream Consumption. <http://www.unilever.com/mediacentre/pressreleases/2013/>
- Ulrich, Karl & Eppinger, Steven. (1997). *Perancangan dan Pengembangan Produk*. Salemba Empat Edisi 12
- Weinstein, A, (1994). Market Segmentation. Probus, Chicago.