

## DAFTAR PUSTAKA

- Bilson Simamora, 2004, "*Riset Pemasaran – Falsafah, Teori, dan Aplikasi*", Gramedia Pustaka Utama, Jakarta.
- Bragg, Paul C. 1997, "*The Shocking Truth About Water*", California, USA
- Indriyo Gitosudarmo, 1999, *Manajemen Pemasaran*, BPFE, Yogyakarta.
- Kotler, Philip. 2002, *Marketing Management Millenium Edition*, Prentice Hall, New Jersey.
- Kotler, Philip., Gary Amstrong, 2001, "*Prinsip-Prinsip Pemasaran*", Edisi VIII, Erlangga, Jakarta.
- Prof., DR., Sudjana, M.A., M.Sc, 1989, *Metode Statistika edisi 5*, Tarsito, Bandung.
- Ries, Al., Laura Ries. 2005, *The Origin Of Brands*, Harper Business, USA.
- Walker, N.W, 1996, "*Water Can Undermine Your Health*", Norwalk Press, USA.