

DAFTAR PUSTAKA

- A Taha Hamdy, 1997, "Operation Research", University of Arkansas, Fayetteville
- A Zoltners Andris & Sinha Prabha, 1983, "Management Science: Sales Territory Alignment, A Review and Model", New York
- D Manson Robert & A Lind Douglas, 1996, "Teknik Statistika untuk Bisnis dan Ekonomi", Erlangga, Jakarta
- Hescel & Michael S, 1977, "Effective Sales Territory Development", Journal of Marketing, United States
- Ibrahim Darwies, 2004, "Fish where the Fish are: Pendekatan baru untuk meningkatkan penjualan" *Smart Selling*, Gramedia, Jakarta
- Indrianto Nur & Supomo Bambang, 2002, "Metodologi Penelitian Akuntansi dan Manajemen", Yogyakarta
- Kommaruddin, 1992, "Ensiklopedia Manajemen", Bumi Aksara, Jakarta
- Kotler Philip, 2000, "Marketing Management 10th edition", Prentice Hall, New Jersey
- Lamb, Hair & Mc Daniel, 2001, "Pemasaran", Salemba Empat, Jakarta
- Lorimer, Sally E & Andris A. Zoltners, 2000, "Sales Territory Alignment: An Overlooked Productivity Tool", University of Northwestern, Northwestern
- Ronald B Marks, 1991, "Personal Selling 4th edition: An Interactive Approach", University of Wisconsin-Oshkosh, Wisconsin
- William J Kolarik, 1999, "Creating Quality: Process design for result", International edition, Texas
- T Wilson Michael, 1993, "Manajemen Armada Penjualan", IKAPI, Jakarta
- Prospektus Indofood, 13 Juni 1994, Indofood Sukses Makmur Tbk, Jakarta
- Swa, edisi 15/XX/22 Juli-04 Agustus, Jakarta

