

DAFTAR PUSTAKA

- Basu Swastha, Irawan, 2005, Manajemen Pemasaran Modern, edisi keduabelas, Liberty, Yogyakarta
- Boyd, Walker, Mullins, Larreche, 2002, Marketing Management, fourth edition, McGraw-Hill / Irwin, New York
- Hoffman, Czinkota, Krishnan, et.all, 2005, Marketing Principles and Best Practices 3e, Third Edition, South Western, Thomson, USA
- Keegan, W.J., 2002, Global Marketing Management, seventh edition, Pearson Education, Inc., New Jersey
- Kotler, Phillip, 2003, Principles Of Marketing, eleven edition, Pearson Education, New Jersey
- Kotler, Keller, 2006, Marketing Management 12e, twelve edition, Pearson Education, New Jersey
- Kotler, P & G.Armstrong, 2004, Principles Of Marketing, tenth edition, Pearson Education Inc., New Jersey
- Kotler, P & G.Armstrong, 2006, Principles Of Marketing, twelve edition, Pearson Education Inc., New Jersey
- Stern, Anderson, El-Ansary, Coughlin, 2003, Marketing Channels, Prentice-Hall Inc., New Jersey
- Taff, C.A., 1984, Management of Physical Distribution and Transportation, seventh edition, Richard. D. Irwin, Inc