

BAB V

DAFTAR PUSTAKA

5.1 Daftar Pustaka

Yogamurti M.R,Bandung (1978), “*MURNIANDA BROTHERHOOD*” .

Gardner,B & S.J.Levy (1955), “ *The product and the brand* “ Havard business review.

Medina, J.F & M.F. Duffy (1998), “ *Standarization vs Globalization*”.

5.2 Lampiran Foto

