

DAFTAR REFERENSI

- Barney, J.B. (2007). *Gaining and Sustaining Competitive Advantage* (3 ed). New Jersey : Pearson Education, Inc.
- Besanko, David, et al. (2006). *The Economic of Strategy*. John Wiley & Sons.
- Boyd, Walker, Larreche. (1998). *Marketing Management : A Strategic Approach With Global Orientation* (3 ed). New York : McGraw Hill/Irwin.
- Cravens, D. W., & Piercy, N. F. (2009). *Strategic Marketing* (9 ed.). New York: McGraw-Hill/Irwin.
- Carpenter, M.A. & Sanders, W.G (2007). *Strategic Management*. New Jersey: Pearson Education, Inc.
- David, F. R. (2008). *Strategic Management, Concept and Cases* (12 ed.). New Jersey: Pearson Education, Inc.
- Darmawan, Komang. (2008, Mei). Memilih Emiten Terbaik : 100 Top Emiten 2008. *Majalah INVESTOR*, 51-69.
- De Kluyver, C. A., & Pearce II, J. A. (2006). *Strategy: A view from the Top* (3 ed.). New Jersey: Pearson Education, Inc.
- Faulkner, David & Cliff, Bowman. (1995). *The Essence of Competitive Strategy*. New York: Prentice Hall.
- Fontana, Avanti. (2009). *Innovate We Can! How to Create Value through Innovation in Your Organization and Society*. Jakarta: Grasindo.
- Goold, Michael, et al. (1998). Corporate Strategy and Parenting Theory: *Long Range Planning*, pp 308-318. Great Britain : Elsevier Science Ltd.
- Hestelry, Barney. (2006). *Strategic Management and Competitive Advantage* (2ed). New Jersey: Pearson Education, Inc.
- Hoskisson, R.E., et al. (2008). *Competing for Advantage* (2ed). Mason: Thomson Higher Education.
- Keputusan Direksi PT Telekomunikasi Indonesia, Tbk No. 19 tahun 2003 tentang Penyelarasan Organisasi Enterprise Servide Center (ESC).
- Keputusan Direksi PT Telekomunikasi Indonesia, Tbk, No 55 tahun 2006 tentang Organisasi Divisi Enteprise Service.
- Laporan Tahunan TELKOM tahun 2007, PT Telekomunikasi Indonesia, Tbk.

Lapran Keuangan TELKOM Q3 2008, PT Telekomunikasi Indoneisa, Tbk.

Telkom: Tahun 2010 Harus Eksis di Regional.. *Majalah SWA Sembada*. (April 2008). pp.55-57.

Kertajaya, Hermawan. Kreatif atau Perang Harga: Tantangan Pemasaran 2008. *Majalah SWA Sembada* (24 Januari 2008). pp.76-82.

Membidik Potensi Bisnis Rp 200 T. *Majalah INVESTOR*. (April 2008). pp. 32-36.

Porter, Michael E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. Collier Macmillan Publisher

Treacy, M. & Wiersema, F. (1995). *The Discipline of Market Leaders*. Canada Addison-Wesley Publishing Company.

Widhiyanto, Jajar. Benarkah Ada Perang Tarif Seluler? *Majalah INVESTOR* (April 2008). pp. 44-45.

Windarto. Tren Telekomunikasi Berbasis IP. *Majalah INVESTOR* (April 2008). pp. 48-49.