

DAFTAR PUSTAKA

Aaker, David A. & Kumar and Day (2000): *Marketing Research*, New Jersey: John Wiley & Son, Inc

Al Ries & Jack Trout (1986) , *Positioning : The Battle for Your Mind*. New York : McGraw-Hill Inc

Badan Pusat Statistik Provinsi Bali (2007). *Bali in Figures 2007*. Denpasar : BPS Provinsi Bali

Belch, George E & Michael A. Belch (2007). *Advertising and promotion, an integrated marketing communications perspective*. New York : McGraw-Hill Inc

Dowling, Grahame, Gary L. Lilien, Arvind Rangaswamy, Robert J.T, *Harvesting Customer Value : Understanding and Applying the STP Process (Customer-Value Based Segmentation)*. www.marketingiq.com.

Indocommercial, No 245, 11 Maret 2000, 3-34

Kalyanaram, Gurumurthy, William T. Robinson & Glen L. Urban (1995), Order of Entry : Established Empirical Generalizations, Emerging Empirical Generalizations, and Future Research, *Marketing Science*,14, 212-221

Kasali, Rhenald (2001). *Membidik Pasar Indonesia, Segmentasi, Targeting, dan Positioning*. Jakarta: Gramedia

Kotler, Philip & Armstrong, Gary (2005). *Principles of Marketing 11th edition*. New Jersey: Prentice-Hall, Inc

Michael E. Porter (1980). *Competitive Strategy*, New York : The Free Press

Robinson, William T & Sungwook Min (2002) Is the First to Market the First to Fail ? Empirical Evidence for Industrial Goods Businesses, *Journal of Marketing Research*, 39,120.

Schiffman, Leon G & Kanuk, Leislle Lazar (2000). *Consumer Behavior*, New Jersey: Prentice Hall Inc

Tellis, Gerard, J & Golder, Peter N (1996), First to Market, First to Fail ? The Real Causes of Enduring Market Leadership, *Sloan Management Review*, 37.2, 65-67.