

DAFTAR REFERENSI

Apgar IV, Mahlon; Keane, John M.. *New business with the new military*. September 2004

Asean Professional Security Association, 2007

Dokumen PT Kurnia Oryza Reksa Perkasa, 2008

Globe Asia , wawancara dengan *Reza V Maspaitella*, edisi Juli 2008.

Kim, W. Chan ; Maubogne, Rene'e. *Blue ocean strategy*. HBSP, Boston, 2005.

Kotler, Philip; Armstrong, Gary. *Principles of marketing, tenth edition*, Prentice Hall, 2004.

Mullins, John W; Walker, Jr., Orville C; Boyd, Jr., Harper W. *Marketing management, a strategic decision- making approach, sixth edition*, McGraw- Hill Irwin, 2008.

Peter, J. Paul; Olson, Jerry C. *Consumer behavior & marketing strategy, 7th edition*. McGraw- Hill International Edition, 2005.

Porter, Michael E. *The competitive advantage*, FreePress, 1985.

Silviati, Anasia (April 2008), *INDONESIA: Safety and Security Equipment*, U.S. Department of Commerce, 2008.

Solomon, Michael R. *Consumer behavior buying, having, and being, eight edition*, Pearson International Edition, 2009.

Peraturan Kepala Kepolisian Negara Republik Indonesia, *Sistem Manajemen Pengamanan*, Nomor 24 tahun 2007

Surpiyanto, Bambang; Hidranto, Firman; *Bisnis keamanan yang menggiurkan*,
web.bisnis.com, Selasa 22 maret 2007.

www.isiindonesia.com

Yektiningsih, Dety; Kharisma, Wilujeng; *Menjaga rumah mewah saat ditinggal
mudik*; www.pikiran-rakyat.com

www.sigap.com

www.ss-911.com

