

## DAFTAR PUSTAKA

- Belch, G., Belch, M. (2008), *Advertising and promotion : An integrated marketing communications perspective*. 8<sup>th</sup> Edition, McGraw-Hill, Irwin
- Carrol, A.B. and Buchholtz, A.K. (2008), *Ethics and stakeholder management*, 7th Edition, South-Western, Cengage Learning.
- Davies, G., Chun, R., Da Silva, R.V. and Roper, S. (2002), *Corporate reputation and competitiveness*, Routledge
- Johansson, J.K. (2009), *Global marketing: Foreign entry, local marketing & global management*. New York: McGraww – Hill
- Keller, K.L. (2007), *Strategic brand management: Building, measuring and managing brand equity*. 3rd edition, Pearson Eduaction
- Kotler, P. and Lee, N. (2005), *Corporate social responsibility*, John Wiler & Sons Inc
- Kotler, P. and Eduardo L.R. (1989), *Social marketing: Strategies for changing publicbBehavior*, The Free Press
- Malhotra, N.K. (2007), *Marketing research*, 5<sup>th</sup> Edition, Prentice-Hall.
- Rayner, J. (2003), *Managing reputational risk. Curbing threats, leveraging opportunities*, John Wiley & Sons Ltd
- Schultz, D.E. and Schultz, H.F. (2004), *IMC the next generation: five steps for delivering value and measuring returns using marketing communication*, McGraw-Hill.
- Shimp, T.A. (2010), *Advertising, promotion , & other aspects of Integrated Marketing Communication*, 8<sup>th</sup> Edition, South-Western, Cengage Learning.

Solomon, M.R. (2002), *Consumer behavior : Buying, having, and being*, 4<sup>th</sup> Edition, Pearson Education.

Wang, A. (2008), Dimensions of corporate social responsibility and advertising practice, *Corporate Reputation Review*

Website PT. Unilever Indonesia Tbk - <http://www.unilever.co.id> (diakses pada 21 Maret 2010)

Website Unilever Global – <http://www.unilever.com> (diakses pada 13 Mei 2010)

Website Lifebuoy - <http://www.lifebuoy.com> (diakses pada 21 Maret 2010)

Website Global Hand Washing - <http://www.globalhandwashingday.org> (diakses pada (diakses pada 10 Februari 2010)

