

## DAFTAR PUSTAKA

- Barney, J. B., (1991). *Firm resources and sustained competitive advantage*, *Journal of Management*, Vol. 17, pp.99-120.
- Barney, J. B. (1997). *Gaining and sustaining competitive advantage*. Massachusetts: Addison-Wesley Pub. Co.
- Belch, G.E ; Belch, Michael A (2007). *Advertising & Promotion : An integrated marketing communications Perspective*. Seventh Edition. New York : McGraw-Hill
- Berman, Barry dan Evans, Joel R (1989). *Retail Management : a Strategic approach*. New York : Macmilian Publishing Co, fifth edition.
- Collis, D. J., (1994). Research note: How valuable are organisational capabilities, *Strategic Management Journal*, Vol. 15, pp.143- 152.
- Davidoff, D.M. (1994). *Contact: Customer service in the hospitality and tourism industry*. New York: Prentice Hall.
- Dessler, G, (2000). *Human resource management*. 8<sup>th</sup> Ed., New Jersey: Prentice-Hall. Inc.
- Grant, R.M, (1995). *Contemporary strategy analysis: Concepts, techniques, applications. Second Edition*. Cambridge, Massachusetts: Blackwell Pub.
- Grant, R.M., (2010). *Contemporary strategy analysis*, 7<sup>th</sup> Ed., New York: John Wiley and Sons.
- Ivancevich, J. M.; Hoon, Lee Soon. (2002). *Human Resource Management in Asia*. Singapore : McGraw-Hill Education. A Division of The McGraw-Hill Companies.
- Kasali, Rhenald. (1998). *Membidik Pasar Indonesia: Segmentasi, Targeting, Positioning*. PT. Gramedia Pustaka Utama.

Kotler, Philip (1994). *Marketing Management : Analysis, Planning, Implementation and Control*. 8<sup>th</sup> Ed. New Jersey : Prentice Hall, Inc. A Paramount Communications Company.

Kotler, P. *Marketing Management Analysis, Planning, Implementation and Control*. New Jersey : Prentice Hall, 1997

Lane, Keller Kevin, (2008). *Strategic brand mangement : Building, measuring and managing brand equity*. 3<sup>th</sup> Ed, New Jersey : Prentisce Hall.

Lovelock, CH and Wirtz J. (2007). *Services Marketing*. 7<sup>th</sup> Ed. United States of America : Pearson International Edition.

Magretta, J., (2002). Why business models matter, *Harvard Business Review*, Vol. 80, No 3.

Miranti, Ermina. *Mencermati kinerja tekstil indonesia: Antara potensi dan peluang*. Economic review No.209, September 2007.

Porter, M. E. (1985). *Competitive Advantage*, The Free Press, New York, NY.

Porter, M. E (1980). *Competitive Strategy: Techniques for Analysing Industries and Competitors*. Free Press, New York.

Porter, M. E (1996). What is strategy? *Harvard Business Review*, Vol 74(6), pp.61–78.

Robbins, Stephen P. *Organizational Behavior*. New Jersey : Pearson Education, Inc, 2005.

Spencer, L. M. & Spencer, S. M., (1993). *Competence at work: Models for superior performance.*, New York: John Wiley and Sons.

Tesone, D. V., (2004). *Development of a sustainable tourism hospitality human resources management module: A template for teaching sustainability across the curriculum*, International Journal of Hospitality Management, Vol. 23, pp. 207–237

Ross, S. A, Westerfield, Randolph W; Jaffe, Jeffrey. (2005); *Corporate Finance*. Seventh Edition. New York : Mc-Graw-International Edition.

Samli, A.Coskun ; *Retail Marketing Strategy*, Greenwood press, 1989

Short, Daniel G; Libby, Robert; Libby, Patricia A. (2007). *Financial Accounting : A Global Perspective*. Fifth Edition. New York : Mc-Graw-Hill Education

Wild, John J; Subramanyam, K.R.; Halsey, Robert F. (2007). *Financial Statement Analysis*. Ninth Edition. Singapore : Mc. Graw Hill.

