

DAFTAR PUSTAKA

BUKU

Alstiel, Tom dan Jean Grow. 2006. *Advertising Strategy : Creative Tactics from the Outside/In*. London : Sage Publications Ltd.

Belch, George E dan Michael A. belch. 1990. *Introduction to Advertising and Promotional Management*. San diego: Richard D. Irwin Inc.

Berger, Warren. 2001. *Advertising Today*. New York : Phaidon Press Ltd.

Boove, Courtland L. dan William F. Arens. 1992. *Contemporary Advertising*. Homewood, Illinois-USA: Richard D. Irwin, inc.

Clow, Kenneth dan Donald Baack. 2002. *Integrated Advertising, Promotion, & Marketing Communications*. New Jersey: Pearson Education, Prentice- Hall.

Fill, Chriss.1995.*Marketing Communication: Frameworks, Theories, and Applications*. London: Prentice- Hall.

Fletcher, Alan D. dan Thomas A. Bowers. 1998. *Fundamentals Of Advertising Research*. California: Wadsworth Inc.

Hanna, Nessim dan Richard Woznia., 2001. *Consumer Behaviour: An Applied Approach*. New Jersey : Prentice Hall.

Horton, Raymond L. 1984, *Buying Behaviour: A decision- Making Approach*. Ohio: Charles E. Merrill Publishing Company.

Kotler, Philip. 1997. *Marketing management; Analysis, Planning, Implementation, and control, 8th edition*. New Jersey: Prentice- Hall.

Kridalaksana, Harimurti .1996. *Kamus Istilah Periklanan Indonesia*. Jakarta: Gramedia Pustaka Utama.

Lwin, May dan Jim Aitichison. 2005. *Clueless in Advertising*. Jakarta: PT. Bhuana Ilmu Populer.

Moriarty, Sandra E. 1991. *Creative Advertising Theory and Practice*. USA: Prentice-Hall.

Pickton, David dan Amanda Broderick.2000. *Integrated Marketing Communication*. Essex-England: Pearson EducationLtd.

Pricken, Mario. 2002. *Creative Advertising : Ideas and Techniques from the World's Best Campaigns*. London : Thames & Hudson Ltd.

Rosenberg, Jerry M. 1995. *Dictionary of Marketing and Advertising*. New York: John Wiley & Sons Inc.

Shrimp, Terence A. 2003. *Periklanan promosi : Komunikasi Pemasaran terpadu, Jilid 1, Edisi kelima*. Jakarta: Penerbit Erlangga.

Sissors, Jack Z. dan Roger B. Baron. 2002. *Advertising Media Planning, Sixth Edition*. New York: McGraw Hill.

Wells, William, John burnett, dan Sandra Moriarty. 2000. *International Edition. Advertising: Principle and Practice Fifth Edition*. New Jersey: Prentice-Hall.

Winardi, SE. 1992. *Promosi dan Reklame edisi 2 cetakan 1*. Bandung : Mandar Maju.



ARTIKEL

Direct Marketing

www.investorwords.com/1447/direct_marketing.html

How To Win the Heart Share

<http://tazkiaonline.com/article.php?sid=442>

Memilih Tabungan dan Bank

<http://www.tabloidnova.com/article/memilih-tabungan-dan-bank?channel=karier/keuangan>

Mengenal Produk Simpanan Di Bank

<http://www.semuaibisnis.com/articles/67/1/Mengenal-Produk-Simpanan-di-Bank/Page1.html>

Siapkan Masa Depan Dengan Rencana dan Berjangka

<http://cybershopping.cbn.net.id/cbprtl/cybershopping/detail.aspx?x=Smart+Shopping&y=cybershopping%7C0%7C0%7C4%7C496>

Solusi Marketing dan Management

<http://kili.multiply.com/journal/item/11>

Tabungan Niaga Mapan X-Tra

<http://www.bankniaga.com/index.asp?idm=1&idsm=37&id=55&idsc=38>