

DAFTAR PUSTAKA

- Aaeker, David A, 2007, *Strategic Market Management*, Jhon Wiley & Sons, Inc. Newyork
- Ellefson David, 1975, *Making Music Your Bussines*. Butterworth, Heineman.
- F. Stoner, James, 1999, *Bussines an Intruduction*,.The Dryden Pres, Orlando, Florida
- Ferrel et al, 1994, *Strategic Marketing*, College Division, South Western, Publ. Co. Ohio
- Gerson, Edward B., 1980, *The Marketing of The Colleges*, The National ACAC Journal
- H.Buchari Alma, 2007, *Manajemen Pemasaran Dan Pemasaran Jasa*, Alfabeta, Bandung
- Keller et al., 2012, *Marketing Management. 14th Edition*. England :Prentice Hall, London.
- Kotler et al., 1999, *Principles of Marketing*, Prentice Hall International, Inc.
- Kotler, Philips, 2000, *Marketing Management*, Prentice Hall Inc
- Kurtz et al., 1989, *Marketing, Sounders College, Publ.* The Dryden Press, Orlando, FLorida
- McDaniel et al, 2012, *England's of Marketing. 7th Edition*. USA : South-Western Cengage Learning, Lamb
- Ries dan Trout 2002, *Positioning The Battle For Your Mind*
- Rangkuti, Freddy 2004, *The Power of Brands*
- [Http://diastowo93.blogspot.co.id/2012/06/perbedaan-masyarakat-kota-dan.html?m=1](http://diastowo93.blogspot.co.id/2012/06/perbedaan-masyarakat-kota-dan.html?m=1)