

## DAFTAR PUSTAKA

- Alma, B. (2013). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Barney, J. B., & William, S. H. (2008). *Strategic Management and Competitive Advantage. 2nd Edition*. USA: Pearson Printice Hall.
- Barringer, B. R., & Ireland, R. D. (2013). *Entrepreneurship: Successfully Launching New Ventures*. England: Pearson Education.
- Hill, C. W., & Jones, G. R. (2014). *Strategic management theory: An integrated approach*. Mason: South-Western Cengage Learning.
- Machfoedz, M. (2010). *Komunikasi Pemasaran Modern*. Yogyakarta: Cakra Ilmu.
- Majumdar, S., & Bhattacharya, P. P. (2014). Porter Five Forces Analysis of the Leading Mobile Cellular Telephony Service Provider in India. *International Journal of Computer Science and Mobile Computing* , 146–152.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*. Jakarta: PT Elex Media Komputindo.
- Sumarni, M., & Soeprihanto, J. (2010). *Pengantar Bisnis (Dasar-dasar Ekonomi Perusahaan)*. Yogyakarta: Liberty Yogyakarta.
- Tjiptono, F. (2008). *Strategi Pemasaran*. Yogyakarta: Andi Offset.