

## DAFTAR PUSTAKA

Arruda, W. & Dixon, K. (2007). *Career Distinction, Stand Out by Building Your Brand*, Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Beynon, G. (2008). *Mirror mirror*. England: Inter-Varsity Press.

Chaplin, J.P. (2005). *Kamus lengkap psikologi*. Jakarta: Raja Grafindo.

David dan Wheelen, Thomas L. 2003. *Manajemen Strategis*. Yogyakarta : CV. Andi Offset.

Effendy, Onong Uchjana. 1992. *Dinamika Komunikasi*. Bandung: Rosda karya Hunger, J.

Haroen, Dewi. (2014). *Personal Branding Kunci Kesuksesan Berkiprah di Dunia Politik*. Jakarta: Gramedia Pustaka Utama.

Holden, R. (2007) *Success Intelligence*. Bandung: Mizan

Kotler, Philip, Gary Armstrong, and Marc Oliver Opresnik, 2018. *Principles of Marketing 17 Global Edition*. UK: Pearson.

Kotler, Philip & Keller, Kevin Lane. (2016). *Marketing Management*. England: Pearson.

Lusi, S.S. (2010). *The real you is the real success*. Jakarta: Gramedia Pustaka Utama

Montoya, P. (2002). *The Personal Branding Phenomenon: Realize Greater Influence, Explosive Income Growth and Rapid Career Advancement by Applying the Branding Techniques of Oprah, Martha and Michael*, Personal Branding Press.

Montoya, P. (2014). In D. Haroen, *Personal Branding: Kunci Kesuksesan Berkiprah di Dunia* (p. 67). Jakarta: Gramedia.

Montoya, P., & Vandehey, T. (2009). *The Brand Called You*. United States: The McGraw-Hill Companies, Inc.

McNally, D & Speak, K.D. (2002). *Be your own brand -a breakthrough formula for standing out form crowd*, San Francisco: Berrett-Koehler.

Nasrullah, Rulli. 2014. *Teori dan Riset Media Siber (Cybermedia)*. Jakarta: Kencana Prenadamedia Group.

Peters, T. (1997). *The Brand Called You*, *Fast Company*, 10, 83-90.

Rein, I., Kotler, P., Hamlin, M., & Stoller, M. (2005). *High Visibility: Transforming Your Personal and Professional Brand*, McGraw-Hill.

Sugiono, S. (2016). *Metode penelitian kuantitatif, kualitatif, dan r & d*. Bandung: Alfabeta

Seamands, D.A. (1981). *Healing for Damaged Emotions*. Canada: David C Cook.