

REFERENCES

- Aaker, David, 1991, *Managing Brand Equity; Capitalizing on the Value of Brand Name*, Free Press, New York.
- Belch & Belch. 2011. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill.
- Batey, Mark. 2008. *Brand Meaning*. New York: Taylor & Francis Group
- Castells, Manuel. 2010. *The Rise of The Network Society: The Information Age - Economy, Society and Culture*. Blackwell Publishing.
- Copley, Paul. 2004. *Marketing Communications Management: Concepts, Theories, Cases & Practices*. British Library Cataloguing in Publication Data
- Constantinides E. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing. *Journal of Marketing Management*, 22 (3): 407-438.
- Chen C-Y. 2006. The comparison of structure differences between internet marketing and traditional marketing. *International Journal of Management and Enterprise Development*, 3 (4): 397-417.
- Chaffey D., Mayer R., Johnston K., Ellis-Chadwick F. 2000. *Internet Marketing, Strategy, Implementation and Practice*, FT/Prentice Hall.
- Deighton, J. A. "The Future of Interactive Marketing." *Harvard Business Review* 74, no. 6 (November - December 1996): 151-160.
- Dominici, Gandolfo 2009. From Marketing Mix to E-Marketing Mix: a Literature Overview and Classification. *International Journal of Business and Management*. Vol. 4, No. 9
- Grant, Robert M.. 1997. Translated by Thomas Secokusomo. *Analisis Strategi Kontemporer: Konsep, Teknik, Aplikasi*. Jakarta: Erlangga
- Gilaninia, Shahram and Seyyed Javad Mousavian. 2012. The investigation and analysis impact of brand image in Iran. *African Journal of Business Management Vol.6 (25), pp. 7548-7556*,

- Ivy, Jonathan. 2008. A New Higher Education Marketing Mix: the 7Ps for MBA Programme. *International Journal of Educational Management Vol. 22 No. 4, 2008 pp. 288-299*
- Kotler, Philip. 2002. *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi dan Kontrol*, terj : Hendra Teguh dan Ronny Antonius Rusly, Edisi 9, Jilid 1 dan 2, PT Prenhalindo, Jakarta
- Kapferer, Jean-Noël. 2008. *New strategic brand management : creating and sustaining brand equity long term* 4th ed. Kogan Page Limited: Great Britain
- Keller, Kevin Lane, 2008. *Strategic Brand Management, a European Perspective*. British Library
- Kotler, Philip & Keller, Kevin Lane, 2007. *Manajemen Pemasaran*. Jilid I, Edisi 12. P.T. Indeks Kelompok Gramedia.
- Lin, Su-Mei.2011. Marketing mix (7P) and performance assessment of western fast food industry in Taiwan: An application by associating Dematel and ANP. *African Journal of Business Management Vol. 5(26), pp. 10634-10644*
- Lee, Yong-Gun & Brian H. Yim.2016. The Extended Marketing Mix In The Context Of Dance As A Performing Art. *Social Behavior And Personality*, 2016, 44(6), 1043–1056
- Mehrabi Javad, Ruhollah Nasiri, and Mani Mansuri. 2014. Investigate And Priority Of (4p) Factors On Costumer Decision For Marketing Strategy. *Journal Of Current Research In Science* (Issn 2322-5009) Coden (Usa): Jcrsdj 2014, Vol. 2, No. 5, pp: 592-595
- Möller K. E. 2006. Comment on: The Marketing Mix Revisited: Towards the 21st Century Marketing? by E. Constantinides. *Journal of Marketing Management*, 22 (3): 439-450.
- Porter, Michael A. “What is strategy?”, *Harvard Business Review*, November-December 1996, pp. 61-78.
- Szentes, Tamás. 2005. Interpretations, Aspects And Levels, Decisive Factors And Measuring Methods Of Competitiveness. *Society and Economy 27 (2005) 1, pp. 5–41*

Sembiring, F. K. B. (2009). "Analisis Pengaruh Bauran Pemasaran Terhadap Kualitas Jasa dan Kepuasan Pelanggan Eksternal Perguruan Tinggi Swata di Kota Medan". *Jurnal Aplikasi Manajemen Vol. 7, No. 4. November, h. 867-873.*

Schultz D. E. (2001). Marketers: Bid Farewell to Strategy Based on Old 4Ps. *Marketing News, 35 (2): 7.*

Sam, Kin Meng. 2013. Measuring E-Marketing Mix Elements for Online Business. Research Gate. DOI: 10.4018/jeei.2012070102

Tjiptono, Fandy & Candra Gregorius, 2005. *Service, Quality and Satisfaction.* Penerbit Andi, Yogyakarta.

Tjiptono, Fandy. 1997. *Brand Management & Strategy.* Andi: Yogyakarta

Uma Sekaran. 2006. *Metode Penelitian Bisnis.* Jakarta : Salemba Empat.

Vilanova, Marc. Josep Maria Lozano, Daniel Arenas. 2009. Exploring the Nature of the Relationship Between CSR and Competitiveness. *Journal of Business Ethics (2009) 87:57-69*



SWISS GERMAN UNIVERSITY