

DAFTAR PUSTAKA

- Osterwalder, A. et.al.,2010 *Business Model Generation*,John Wiley & Sons, Inc., ,
Terjemahan Sihandrini, N.R, PT.Elex Media Komputindo,2012
- Porter,M.E.,2008.*The Five Competitive Forces That Shape Strategy*, Harvard
Business Review, January
- Wheelen, T.L, et al.,,2012. *Strategic Management and Business Policy*, Pearson, 13th
ed
- Beamish, H.C, 2008. *Strategic Management Thinking Analysis Action*, Pearson
Education Australia, 3rd edition
- Campbell, David et al, 2002. *Business Strategy an Introduction*, Butterworth
Heinemann,2nd ed.
- Nielsen, C et.al.,2014.*Business Models : Networking, innovating and Globalizing*,
Ventus Publishing,
- Bangs,D.H. Jr., 2005. *Business Plans Made Easy*, Entrepreneur Media Inc.,
- Ghemawat, P et.al., 2001. *Strategy and the Business Landscape: Core Concept*,
Prentice Hall,
- Mulin et.al., 2008. *Alternative Corporate Growth Strategies*.
- Cavallo,J.A et.al.,1994.*The Complete Book of Business Plans*, Sourcebooks, Inc,
- Magretta,J., *Why Business Models Matter*, Harvard Business Review 86e92, (May
2002)

Sugiyono, 2013. *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi*, Penerbit Alfabeta Bandung.

Alberto, T.R.L et al. 2014, *Simplified Customer Segmentation Applied to an Outbound Contact Center Dialer* dalam jurnal ACHI 2014 : The Seventh International Conference on Advances in Computer-Human Interactions

Dari Internet :

<http://www.alexandercowan.com/business-model-canvas-templates/>

<http://imaginego.com/modelh-customer-key-activities/>

<https://medialightfinland.wordpress.com/2012/05/09/testing-the-business-model-key-resources/>

<http://www.expertprogrammanagement.com/2012/01/types-of-revenue-streams/>

<http://searchitchannel.techtarget.com/definition/channel-strategy>

<http://www.bpir.com/customer-market-segmentation-bpir.com/menu-id-72/expert-opinion.html>

<http://www.expertprogrammanagement.com/2012/01/types-of-revenue-streams/>

<http://www.webmd.com> 2015

<http://www.republika>, Senin, 10 November 2014, 14:00 WIB

<http://www.kompas.com>, Kevin Sanly Putera | Sabtu, 30 Agustus 2014 | 11:04 WIB

<http://www.kompas.com>, Lusia Kus Anna Rabu, 11 Juni 2014 | 17:48 WIB

<http://www.tribunnews.com>, 2012, 15Okt .*Kolesterol Tinggi Tanpa Gejala, Tiba-tiba Sebabkan Kematian*,Senin,

<http://www.kompas.com> 23 November 2013