DAFTAR PUSTAKA

Buku Tex

Aaker, David and Erich. 2002. *Brand Leadership*. New York: The Free Press.

AB. Susanto, dkk. 2004. *Value Marketing Paradigma Baru Pemasaran*. Jakarta Selatan: PT. Mizan Pustaka..

Barnes, G. James. 2003. *Secret of Customer Relationship Management*. Yogyakarta: Penerbit ANDI.

Bilson Simamora. 2002. *Panduan Riset Perilaku Konsumen*. Surabaya: Pustaka Utama.

Buchari Alma. 2001. *Pengantar Bisnis*. Bandung: Penerbit Alfabeta.

Brown, A. Stanley. 2000. *Customer Relationship Management: Strategic Imperative in The World of E-Business*. Kanada: John Wiley & Sons Canada Limited.

Darmadi Durianto, dkk. 2001. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*, Jakarta: PT. Gramedia Pustaka Utama.

Darmadi Durianto, Sugiarto, dan Lie Joko Budiman. 2004. *Brand Equity Ten*. Jakarta: Gramedia Pustaka Utama.

Freddy Rangkuty. 2004. *The Power of Brands*. Jakarta: Gramedia Pustaka Utama.

Griffin, Jill. 2005. *Customer Loyalty=Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.

Hermawan Kartajaya. 2000. *Marketing Plus 2000 Siasat Memenangkan Persaingan Global*. Jakarta: Gramedia Pustaka Utama.

Hermawan Kartajaya. 2003. *Marketing In Venus.* Jakarta: Gramedia Pustaka Utama

Hermawan Kartajaya. 2006. *Hermawan Kartajaya on Segmentation Seri 9 Elemen Marketing*. Bandung: PT. Mizan Pustaka.

Hermawan Kartajaya. 2006. *Hermawan Kartajaya on Marketing Mix Seri 9 Elemen Marketing*. Bandung: PT. Mizan Pustaka.

Husein Umar. 2002. *Metode Penelitian Untuk Skripsi dan Tesis Bisnis*. Jakarta: PT. Raja Grafindo Persada

Komarudin Sastradipoera. 2003.*Manajemen Marketing*. Bandung: Kappa-Sigma.

Knapp, Duane E. 2001. *The Brand Mindset*. Megraw Hill Companies Inc.

Kotler, Philip. 2002. *Manajemen Pemasaran*. Edisi millenium 2. Jakarta: Prehallindo.

Kotler, Philip. 2003. *Marketing Management 11ed*. New Jersey: Prentice Hall Inc.

Kotler & Amstrong. 2006. *The Principle of Marketing Management*. USA: Prentice Hall.

Kotler, Philip and Keller, Kevin, Lane. 2006. *Management Marketing*. New Jersey: Prentice Hall.

M. Iqbal Hasan. 2002. *Pokok-Pokok Materi Metodologi Penelitian*. Jakarta: Ghalia Indonesia.

Gobe, Marc. 2005. *Emotional Branding*. Jakarta: Erlangga.

Robienette, Scott & Brand, Claire. 2001. *Emotion Marketing*: *The Hall Mark Way of Winning Customer for L ive*. New York: Mc Graw Hill.

Schiffman, Leon G and Leslie Lazar Kanuk. 2004. *Customer Behaviour*. Eight Edition. Pearson Educational International.

Sheth, Jagdish N and Mittal, Banwari. 2004. *Customer Behaviour*: *Managerial Perspective*. Second Edition. Singapore: Thomson.

Sugiyono, 2005. *Metode Penelitian Bisnis*. Bandung alfabeta.

Suharsimi Arikunto. 2002. *Prosedur Penelitian Suatu Pendekatan Praktek edisi Revisi V*. Jakarta: PT. Rineka Cipta.

Tjiptono. 2002. *Manajemen Jasa,* Yogyakarta: Penerbit ANDI.

Ujang Surmawan. 2003. *Perilaku Konsumen-Teori dan Penerapannya dalam Pemasaran*. Jakarta Selatan: Ghalia Indonesia.

Zikmund, William G. et.al. 2003. *Customer Relationship Management*: *Integrating Marketing Strategy and Information Technology*. New Jersey: John Wiley and Sons.

Jurnal/Artikel

A.B. Susanto. 2003. *Nama dan Identitas Merek.* (Online). Tersedia: http://www.eksekutif.com/berita.html?aid=617 (24 Maret 2003)

Dyah Hasto Palupi. 2004. *Memanah Pria Venus*. (Online). Tersedia: http://www.swa.co.id/swamajalah/sajian/details.php?cid=1&id=39 (30 Maret 2004)

Dyah Hasto Palupi. 2006. *Aktivasi 360 Derajat Unilever Indonesia*. SWA 17/XXII/24 Agustus-6 September 2006.

Henni T. Soelaeman. 2004. *Menunggangi Gelombang Pasang Metroseksual.* (Online).Tersedia:http://www.swa.co.id/swamajalah/sajian/details.php?cid=1&id=38 (30 Maret 2004)

Kapoor, Jagdeep. 2005. *Brand Personality and Personality Brand.* (Online). Tersedia: www.deccanherald.com/Archives/may302005/eb1023152005529.asp (21 Oktober 2005).

Larson, Dave. 2002. *Building a brand's personality from the customer up. (Marketing Strategies).* (Online). Tersedia: http://www.allbusiness.com/marketing-advertising/branding-brand-development/411645-1.html (Oktober 2002)

Lindstrom, Martin. 2003. *Creating a Brand Personality*. (Online). Tersedia: http://www.clickz.com/showPage.html?page=2237521

Nofie Iman. 2005. *SES (Socio-Economic Status).* (Online). Tersedia: http://www.soyoung.org/index.php?p=lihat&id=38 (27 April 2005)

Kamdampully, Jay and Dwi Suhartanto. 2000. *Customer Loyalty in The Hotel Industry, The Role of Customer Satisfaction and Image, International Journal of Contemporary Hospitality Management.* (Online). Tersedia: http://www.emeraldinsight.com/Insight/html/Output/Published/EmeraldFullTextArticle/Pdf/0410120601.pdf (21 Oktober 2005).

Prih Sarnianto. 2004. *Pasang Naik Gaya Hidup Metroseksual*. (Online) Tersedia:http://www.swa.co.id/swamajalah/sajian/details.php?cid=1&id=40&pageNum=7

Sarlito Wirawan Sarwono. 2004. *Dari Homoseks ke Metroseks.* (Online). Tersedia: http://www.ums.ac.id/fakultas/psikologi/modules.php?name=News&file=article&sid=35 (30 November 2004)

Sudarmadi. 2006. *Kiat Membangun Loyalitas Pelanggan.* (Online). Tersedia: http://www.swa.co.id/swamajalah/sajian/details.php?cid=1&id=4113 (23 Maret 2006)

Syamsul Arifin. 2004. *Metroseksual.* (Online). Tersedia: http://www.ipin4u.esmartstudent.com/mapres.htm

Taufik Hidayat. 2006. *Bedah Kekuatan Produk-produk Unilever*. SWA 17/XXII/24 Agustus-6 September 2006.

Teguh Poeradisastra. 2004. *Kaum Metroseksual: Pria Pesolek Berkocek Tebal.* (Online).Tersedia:http://202.59.162.82/swamajalah/sajian/details.php?cid=1&id=33 (18 Maret 2004)

Teguh Poeradisastra. 2006. *Menjaga Pelanggan Agar Tetap Setia*. SWA 06/XXI/23 Maret-5 April 2006.

Teguh Poeradisastra. 2006. *Gajah Itu Menari Lagi*. SWA 17/XXII/24 Agustus-6 September 2006.

http://www.unilever.com

http://www.unilever@indoexchange.com

http://www.PintuNet.com

http://www.rileks.com