DAFTAR PUSTAKA

Van der Wagen, Lynn and Lauren White. 2010. Event Management : for tourism, cultural, business and sporting events. 4th edition. Pearson Australia

Literatur Lainnya:


Majalah dan Internet :
Marketing Magazine
http://foodreview.co.id/index1.php?view2&id=56188#.VWCqyNKqgko [Desember 2014]
http://www.hilo.co.id/behind-the-scene/about [Mei 2015]
http://www.kemenperin.go.id/artikel/8904/Kemenperin-Prioritaskan-Pengembangan-Industri-Pengolahan-Susu [Maret 2015]
https://momsnbabies.wordpress.com/ [Desember 201]
http://www.nutrifood.co.id/our-events/ [April 2015]
Maya Annissa, 2015
PENGARUH EVENT HILO GOES TO SCHOOL TERHADAP BRAND IMAGE SUSU HILO SCHOOL
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

http://www.nutrifood.co.id/wp-content/themes/nutrifood/about.html [April 2015]