

## DAFTAR PUSTAKA

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### **Sumber Website:**

Admin (30/11/2016), Brand Identity: James Bond 007, dipublikasi oleh Marketing.co.id diakses pada 23/02/2017

Agniya Khoiri (16/06/2016), Industri Kosmetik Unjuk Gigi di BeautyIndonesia, dipublikasi oleh CNN Indonesia ([www.cnnindonesia.com](http://www.cnnindonesia.com)) diakses pada 9/6/2017

Eva Martha Rahayu (16/6/2016), Wow, Indonesia Pasar Pertumbuhan Utama Industri Kecantikan ASEAN, dipublikasi oleh SWA ([www.swa.co.id](http://www.swa.co.id)) diakses pada 10/6/2017

Herning Barnirestu (2/2/2017), Oriflame Meluncurkan Kampanye Celebrating Inspiring Women, dipublikasi oleh SWA ([www.swa.co.id](http://www.swa.co.id)) diakses pada 25/02/2017

Oriflame ([www.oriflame.com](http://www.oriflame.com)) diakses pada 10/6/2017

Sri Handi Lestari (25/04/2017), Industri Kosmetik Pilih Garap Pasar Lokal Daripada Ekspansi ke Luar Negeri, di publikasi oleh Tribun News ([surabaya.tribunnews.com](http://surabaya.tribunnews.com)) diakses pada 10/6/2017

Yeffrie Yundiarto Prahadi (13/7/2016), Agar Merek Lokal Terangkat, Ini Tipsnya, di publikasi oleh SWA ([www.swa.co.id](http://www.swa.co.id)) diakses pada 23/02/2017

Top Brand Award ([www.topbrandaward.com](http://www.topbrandaward.com)) diakses pada 11/01/2017