

DAFTAR PUSTAKA

- Aaker, A. David. 2008. *Manajemen Ekuitas Merek*, Alih bahasa oleh Aris Ananda, Jakarta: Mitra Utama.
- Adiwijaya, Michael. 2009. Strategi brand repositioning dalam persaingan merek. *Jurnal Marketing*. Jakarta: Universitas Kristen Petra Surabaya.
- Ali, Moch. 1985. *Penelitian Pendidikan Prosedur dan Strategi*. Bandung: Angkasa.
- Ambadar, Jackie. Miranti Abiding dan Yanti Isa. 2007. *Mengelola Merek*. Jakarta Selatan: Yayasan Bina Karsa Mandiri.
- Anselmo, Donna. 2010. *Marketing Demystified- A Self Teaching Guide*. New York: The McGraw-Hill companies.
- Arikunto, Suharsimi. 2009. *Prosedur Penelitian Suatu Pendekatan Praktik*. Yogyakarta: Bina Aksara.
- Blythe, Jim. 2005. *Strategic Marketing*. England: Select Knowledge Ltd.
- Cannon, Perreault & McCarthy. 2008. *Pemasaran Dasar (Pendekatan Manajerial Global)*. Jakarta: PT. Salemba Empat.
- Chandrasekar, K C. 2010. *Marketing Management*. New Delhi: McGraw-Hill Companies, Inc.
- Chitale, A.K and Gupta, Ravi. 2011. *Product Policy and Brand Management*. New Delhi: PHI Learning Private Ltd.
- Conento Marketing Analys Consulting. 2007. Brand Equity. *Journal of Conento Marketing Analys Consulting Mathematics as the service of marketing*. Subject number 2-September 2007.
- Craven, David W and Piercy. 2006. *Strategic Marketing tenth edition*. New York: Mc Graw Hill Companies, Inc.
- _____. 2003. *Pemasaran Strategis Jilid 1*. Terjemahan Lina Salim, Jakarta : PT. Erlangga.
- Daryanto. 2011. *Manajemen Pemasaran*. Jakarta: PT. Sarana Tutorial Nurani Sejahtera.
- Dawar, Niraj and Madan M. Pillutla. 2000. Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations. *Journal of Marketing Research Vol. XXXVII (May 2000)*, 215-226.
- Doyle, Peter. 2008. *Value-Based Marketing Marketing Strategies for Corporate Growth and Shareholder Value Second Edition*. Cornwall: TJ Internasional.
- Durianto, Sugiarto dan Tony Sijinjak. 2001. *Strategi Menaklukan Pasar Melalui Riset Ekuitas Dan Perilaku Merek*. Jakarta: PT Gramedia Pustaka Utama.
- Grewal & Levy. 2008. *Marketing*. New York : Mc-Graw Hill.
- Hermawan, Asep. 2006. *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta: PT Grasindo, anggota Ikapi.
- Kartajaya, Hermawan Et al. 2005. *Positioning-diferensiasi-Brand*. Jakarta: PT. Gramedia Pustaka.
- _____. 2007. *Hermawan Kartajaya on Marketing*. Jakarta : PT. Gramedia Pustaka Utama.
- _____. 2010. *On Branding*. Jakarta: Gramedia Pustaka.

- Kczynski, Andre T. and John L Crompton. 2004. An Operational Tool For Determining The Optimum Repositioning Strategy For Leisure Service Departements. *Journal of Marketing Research Managing Leisure* 9, 127-144, July 2004.
- Kepperer, JN. 2008. *The New Strategic Brand Management*. London:Kogan Page Ltd.
- Khan, B. Kenneth. 2011. *Product Planning Essentials Second Edition*. New York. M.E. Sharpe, Inc.
- Kotler, Philip and Gary Armstrong. 2008. *Principles of Marketing*, New Jersey:Pearson Prentice Hall.
- Kotler, Philip and Gary Armstrong. 2008. *Principles of Marketing*, New (2008). *Manajemen Pemasaran*. Jakarta:PT INDEKS Kelompok Gramedia.
- _____. 2009. *Manajemen Pemasaran Edisi 12 Jilid 1*. Jakarta:PT. Index.
- _____. 2011. *Marketing An Introduction Tenth Edition*. New Jersey:Pearson Education, Inc.
- Kotler, Philip dan Kevin Lane Keller. 2009. *Manajemen Pemasaran Edisi 13 Jilid 1*. Jakarta: PT. Erlangga.
- Kumar, S. Ramesh. 2009. *Consumer Behaviour and Branding-Concept, Readings And Cases*. New Delhi:Pearson Education In South Asia.
- Kurniawan, Albert. 2010. *Belajar Mudah SPSS Untuk Pemula*, Yogyakarta: Mediakom.
- Kurtz, L. David. 2008. *Cotemporary Marketing 2011 Edition*. Canada:Nelson Education, Ltd.
- M, Hirdinis. 2009. Manajemen Merek Strategis. *Jurnal Pemasaran Stratejik*. Jakarta: Universitas Mercu Buana.
- Mathur, Prakash. 2005. *Academic Dictionary Of Marketing*. Delhi:Isha Books.
- McNeil, Ruth. 2005. *Business to Business Market Research "Understanding and Measuring Business Markets"*. Kogan Page. London and Sterling, VA.
- Moser, Mike. 2008. *United We Brand (Menciptakan Merek Kohensif yang Dilihat, Didengar, dan Diingat)*. Jakarta:PT. Erlangga.
- Netemeyer, Et al. 2004. Developing And Validating Measures Of Facets Of Customer-Based Brand Equity. *Journal of Business Research* 57 (2004) 209– 224. Prentice Hall, Inc.
- P. B, Triton. 2008. *Marketing Strategies Meningkatkan Pangsa Pasar Dan Daya Saing*. Jakarta:Tugu Publisher.
- Riduwan. 2007. *Belajar Mudah Penelitian untuk Guru, Karyawan dan Peneliti Pemula*. Bandung:Penerbit Alfabeta.
- _____. dan Sunarto. 2010. *Statistika untuk Pendidikan, Sosial, Ekonomi*. Bandung: Alfabeta.
- S.t James, Yanik. 2001. Retail Brand Repositioning : An Historical Analysis. *Journal of Marketing*.Canada:Queen's University.
- Sekaran, Umar and Roger Bougie. 2009. *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons, Limited. Academic Internet Publishers Incorporated.
- Setiawan, A. Judhie. 2009. Merek:Konsep dan Peran Strategis. *Jurnal Perencanaan Merek*. Jakarta: Universitas Mercu Buana.

- Sitinjak, Toni. 2005. Pengaruh Citra Merek dan Sikap Merek Terhadap Ekuitas Merek. *Jurnal Manajemen Merek Volume 12 No 2 Juni 2005 pada Jurnal Ekonomi Perusahaan*. Jakarta.
- Soegoto, Eddy Soeryanto. 2009. *Entrepreneurship Menjadi Bisnis Ulung*. Jakarta:PT. Elex Media Komputindo.
- Sugiyono. 2010. *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- _____. 2008. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Susanto, A.B. dan Himawan Wijanarko. 2004. *Power Branding Membangun Merek Unggul Dan Organisasi Pendukungnya*. Jakarta:PT. Mizan Publika.
- Tjiptono, Fandy. 2008. *Strategi Pemasaran Edisi 3*. Yogyakarta:CV. Andi Offset.
- Umar, Husein. 2008. *Metode Riset Bisnis*. Jakarta: PT.Gramedia Pustaka Utama.
- W. Griffin, Ricky dan Ronals J. Ebert. 2006. *Bisnis*. Jakarta:PT.Erlangga.
- Surachmad, Winarno. 1998. *Pengantar Penelitian Ilmiah Dasar, Metode dan Teknik Edisi Kedelapan*, Bandung:Tarsito.
- Yakimov, Raisa and Michael Beverland. 2003. Brand Repositioning Capabilities: Enablers of On going Brand Management. *Journal of Marketing*. New York:Monash University.
- Young. Laurie & Burgess, Bev. 2010. *Marketing Technology As A Service-Proven Techniques That Create Value*. New Delhi:Aptara Inc.

Majalah

- Majalah Marketing/02/IX/Februari/2009
- Majalah Marketing/02/X/Februari/2010
- Majalah Marketing/02/XI/Februari/2011
- Majalah Businessweek No 38/23 Desember 2010-12 Januari 2011
- Majalah Businessweek/12 Agustus 2009
- Majalah SWA No.16/XXV/27Juli-5Agustus 2009
- Majalah SWA No.18/XXIV/21Agustus-3september 2008
- Majalah SWA 15/XXVI/15-28 Juli 2010
- Majalah SWA 08/XXVII/14-27 April 2011
- Majalah SWA 15/XXVII/18-27 Juli 2011
- Majalah SWA 20/XXVII/22 September- 2 Oktober 2011
- Majalah SWA No.10/XXVI/12-25 Mei 2010

Website

- www.mensworld.co.id
- www.upi.edu
- <http://www.marketingprofs.com/articles/2008/2577/the-power-of-brand-repositioning-a-four-phased-process#ixzz1bUGKpb4F>
- <http://theacademyofbusinessstrategy-brandrepositioning.com/>
- <http://herisumali.wordpress.com/2011/09/10/clash-of-the-titans-mens-biore-vs-vaseline-men-battle-of-metrosexual-brands/>