



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

- Ace, Cathy. (2001). *Successful Marketing Communications*. New York: Butterworth-Heinemann.
- Curry, Ivan. (2013). *Directing And Producing For Television : A Format Approach*. Burlington: Focal Press.
- Dinnie, Keith. (2016). *Nation Branding: Concepts, Issues, Practice*. New York: Routledge.
- Field, Shelly. (2006). *Advertising And Public Relations*. New York: Fergusson.
- Gordon, W. J. (2010). *Madison Avenue, Ohio, 1970-: Writing My Way Through "What's An Agency Like Howard Swink Advertising Doing In Marion, Ohio?"*. Blooming: Author House.
- Luther, W. M. (2011). *The Marketing Plan: How To Prepare And Implement It*. New York: AMACOM.
- Mackay, Adrian. (2005). *Pratice Of Advertising*. Oxford: Elsevier Ltd.
- Merrington, Chris. (2011). *Why Do Smart People Make Such Stupid Mistakes*. Hertfordshire: Academy Press.
- Mogel, Leonard. (2000). *Careers In Communications And Entertainment*. New York: Simon & Schuster.
- Neher, Krista. (2014). *Visual Social Marketing For Dummies*. New Jersey: John Wiley & Sons.
- Smith, R., & Miller, K. (2013). *Shoot To Sell: Make Money Producing Special Interest Videos*. Burlington: Focal Press.

Sorin, David. (2003). *The Special Events Advisor: A Business And Legal Guide For Event Professionals*. New Jersey: John Wiley & Sons.

Sweetow, S. (2013). *Corporate Video Production: Beyond The Board Room (And Out Of The Bored Room)*. Burlington: Elsevier, inc.

Woords, D., & Word, J. (2004). *SAP NetWeaver For Dummies*. Hoboken: Wiley Publishing, inc.

