



### **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

Anderson, Kristin, and Carol Kerr. Customer relationship management. New York: McGraw-Hill, 2002.

Austin, Erica Weintraub, and Bruce E. Pinkleton. Strategic public relations management planning and managing effective communication programs. Mahwah, N.J.: Lawrence Erlbaum Associates, 2000.

Bennett, Roger. Corporate strategy and business planning. London: M & E Pitman Pub., 1996.

Bernays, Edward L., and Mark Crispin Miller. Propaganda. Brooklyn, N.Y.: Ig Pub., 2005.

Cyberalert. (2010), "Media Monitoring : The Complete Guide"  
[http://www.cyberalert.com/downloads/media\\_monitoring\\_whitepaper.pdf](http://www.cyberalert.com/downloads/media_monitoring_whitepaper.pdf)

Doorley, John, and Helio Fred Garcia. Reputation management the key to successful public relations and corporate communication. New York: Routledge, 2007.

Goldblatt, Joe Jeff, and Carol F. McKibben. The dictionary of event management. New York: Van Nostrand Reinhold, 1996.

Henslowe, Philip. Public Relations a Practical Guide to the Basics.. London: Kogan Page, 1999.

Jefkins, Frank dan Yadin. 2003, Public Relations. -Edisi Revisi kelima-, Jakarta, Erlangga.

Mintzberg, Henry, Bruce W. Ahlstrand, and Joseph Lampel. Strategy safari: a guided tour through the wilds of strategic management. New York: Free Press, 1998.

Oliver, Sandra. Public relations strategy. 3rd ed. London: Kogan Page/CIPR, 2010.

Smith, Ronald D.. Strategic planning for public relations. Mahwah, N.J.: Lawrence Erlbaum Associates, 2002.

Thomas, Lorrie. Online marketing. Maidenhead: McGraw-Hill Professional, 2010.

Thompson, John L.. Strategy in action. London: Chapman & Hall, 1995.



UMMN