

DAFTAR PUSTAKA

- Deegan, Cynthia. *Accounting and Financial Reporting in Britain, 1880-1929*. Oxford: Clarendon Press, 1989.
- Deegan, Cynthia. *Accounting and Financial Reporting in Britain, 1929-1999*. Oxford: Clarendon Press, 1995.
- Ernst, Neufeld. *Contractual Theory of the Firm*. New York, 1985.
- Frank, R. James. *Game Theory and Strategic Behavior*. London, 1987.
- Harris, David G., et al. *Financial Reporting in Britain: A Study of Government*. New Brunswick: Transaction Publishers, England, 1981.
- Leonard, Margaret, et al. *Accounting, Finance and Reporting: Evidence, Theory and Practice*. London: Prentice Hall, 1994.
- William Dutton Hunt, Inc. *State of Indiana, Tax and Other Corporation*, 1984.
- William, F. Fisher. *Accounting and Financial Reporting: A Study of Decision Making and Reporting in the United States*. New York, 1984.
- The Hong Kong Administration. *Financial Reporting in Hong Kong*. Hong Kong, 1983.
- Infy, John. *Accounting and Financial Reporting in the United States*. New York, 1984.
- Bagia. *Accounting and Financial Reporting in the United States*. New York, 1984.
- Dr. K. Gopal. *Accounting and Financial Reporting in the United States*. New York, 1984.
- Dr. E. Edward. *Accounting and Financial Reporting in the United States*. New York, 1984.
- Dr. E. Edward. *Accounting and Financial Reporting in the United States*. New York, 1984.
- Dr. E. Edward. *Accounting and Financial Reporting in the United States*. New York, 1984.

- Suranto, Su., 1974, *Manajemen Pemasaran*, Jember, Jember University.
- Holland, John, 1984, *Principles of Marketing*, South-Western Publishing, Cincinnati.
- Chapman, F., 1984, *Marketing*, London, London University.
- The Doornik, Arnold, *Journal of Marketing Research*, 1970, *Journal of Marketing Research*, Vol. 7, No. 1, pp. 1-10.
- Soewarno, Dwi., 1985, *Prinsip-prinsip Manajemen Pemasaran*, Jember, Jember University.
- GAPRI, 1985, *Manajemen Pemasaran*, Jember, Jember University.
- H. Djelid, *Manajemen Pemasaran*, 1978, *Manajemen Pemasaran*, Jember, Jember University.
- Rakpahan, Rudi., 1994, *Perencanaan, Pelaksanaan dan Pengawasan Kegiatan Pemasaran*, Jember, 19 April 1994, Jember, Jember University.
- Mohr Chamil, M., 1997, *Manajemen Pemasaran*, Jember, Jember University, Vol. 1, No. 179.
- Mohr Chamil, M., 1997, *Manajemen Pemasaran*, Jember, Jember University, Vol. 1, No. 113.
- Artiwasa, Mardiyanto, 1991, *Manajemen Pemasaran*, Jember, Jember University, Vol. 1, No. 113.
- Yustono, Dwi., 1991, *Manajemen Pemasaran*, Jember, Jember University, Vol. 1, No. 113.
- Rahm, 1997, *Manajemen Pemasaran*, Jember, Jember University, Vol. 1, No. 113.