DAFTAR PUSTAKA

Arruda, William. (2009). *Brand Speak*. .Diunduh dari http://www.brandchannel.com/brand_speak.asp?bs_id=230 pada tanggal 5 Juni 2012.

Artain, L & Schumann, M. (2006). *Branding from the Inside*. San Francisco: John Wiley & Sons, Inc.

Ashraf, Hijab, Madiha Khalid, Sehar Maqsood, Muhammad Khasif, Zeeshan Ahmad, dan Irfan Akber. (2011). Internal Branding in Telecommunication Sector of Pakistan: Employee's Perspective. *Asian Journal of Business Managem ent*, Vol. 3(3), 161-165.

Aqrawal, Rohit. (2010). *Importance of Employee Branding in the Modern Corporate World and It's Implementation in UAE*. Diunduh dari http://ezinearticles.com/?Importance-of-Employee-Branding-in-the-Modern-Corporate-World-and-Its-Implementation-in-UAE&id=4471922 pada tanggal 5 Juni 2012.

Daft, Richard L. (2004). *Organization Theory and Design* (Eight Edition). USA: Thomson Learning. Fokus Media.

Denzin, N. K., Lincoln, Y. S. (2005). *The Sage Handbook of Qualitative Research* (Third Edition). USA: Sage Publications, Inc.

Harquail, C. V. (2009). *Employer Branding Vs. Employee Branding*. Diunduh dari http://authenticorganizations.com/harquail/2009/06/24/employer-branding-vs-employee-branding/ pada tanggal 5 Juni 2012.

Hasan, Ali. 2008. *Marketing*. Yogyakarta : Media Pressindo.

Horrigan, David & Peter Juskiw. (2011). Internal Branding and Employee Attitudes: Identifying Passion for Hospitality Excellence and Reinforcing Through Internal Communication. *Glion.edu*.

Ivancevich, John M., Robert Konopaske, & Michael T. Matteson. (2007). *Perilaku dan Manajemen Organisasi* (Jilid 1). Jakarta: Penerbit Erlangga.

Jalilvand, Mohammad Reza, Neda Samiei, & Seyed Hessamaldin Mahdavinia. 2011. The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker's Model in Automobile Industry. *International Business Management*, Vol 2 No. 2.

Jordàn, Lusiana G. (2010). *Employee Branding: How Do Brands Affect Employees?* Master Thesis University of Innsbruck.

Keller, K. (2007). *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (Third Edition). Upper Saddle River, NJ: Prentice-Hall, Inc

Kotler, Philip & Gary Amstrong. 2008. *Prinsip – Prinsip Pemasaran* (Edisi 12). Jakarta : Penerbit Erlangga.

Losey, Mike, Sue Meisinger, & Dave Ulrich. (2005). *The Future of Human Resource Management*. New Jersey: John Wiley & Sons, Inc.

Martinez, Eva dan Leslie de Chernatony. (2004). The Effect of Brand Extension Strategies Upon Brand Image. *Journal of Consumer Marketing*, Vol. 21 (1), 39-50.

Miles, S. J., W. Glynn Mangold. (2005). Positioning Southwest Airlines Through Employee Branding. *Business Horizons*, Vol. 48, 535-545.

Neuman, W. L. (1994). *Social Research Methods: Qualitative and Quantitative Approaches* (Second Edition). Massachusetts: Allyn and Bacon.

Nigam, Ashuton & Rajif Kaushik. (2011). Impact of Brand Equity on Customer Purchase Decisions : An Empirical Investigation with Special Reference to Hatchback Car Owners in Central Hayana. *International Journal of Computational Engineering & Management, Vol 12.*

Putra, Dwitya. (2011). *Indonesia Peringkat ke-17 Ekonomi Dunia*. Diunduh pada tanggal 22 April 2012 dalam http://www.infobanknews.com/2011/06/indonesia-peringkat-ke-17-ekonomi-dunia/

Rangkuti, Freddy. (2008). *The Power of Brands*. Jakarta: PT. Gramedia Pustaka Utama.

Sartain, Libby dan Mark Schumann. (2006). *Brand from the Inside*. San Francisco : Jossey Bass.

Spardley, J. P. (2007). *Metode Etnografi* (Edisi Kedua). Yogyakarta: Tiara Wacana

Wheeler, A. (2006). *Designing Brand Identity*. New Jersey: John Wiley & Sons Ltd.

Panduan Perilaku Insan Bank X. (2010)