

DAFTAR PUSTAKA

Brunn, P., Jensen, M. and Skovgaard, J. (2002) '*E-Marketplaces: Crafting A Winning Strategy*', European Management Journal, Elsevier, 20 (3).

Kaplan, A dan Haenlein, M. 2010. *Users of the World, unite! The Challenges and Opportunities of Social Media*" Business Horizons 53. Hlm: 59-68

Pulizzi, J. (2014). *Epic Content Marketing How To Tell A Different Story, Break Through The Clutter, And Win More Customer by Marketing Less*. USA: McGraw-Hill

Wong, Jony, 2010, *Internet Marketing for Beginners*, ElexMedia Komputindo, Jakarta

