

DAFTAR PUSTAKA

- Arini, Nimas Novi Dwi. 2013. *Perusahaan Indonesia Belum Banyak yang Paham Corporate Brand Value.*
- Brand Financ 2014. “Explanation of t Methodology”. [http://branddirector.y.com/methodology_\(diakses tanggal 4 Oktober 2014\).](http://branddirector.y.com/methodology_(diakses tanggal 4 Oktober 2014).)
- Chaleronsuk, Chaichan and Chuvej Chansa-ngavej. 2006. “Effect of Intangible Assets on Organizational Financial Performance: An Analytical Framework”. *Paper*. SIU International University, Bangkok.
- Christianto, Yehezkiel Setiawan. 2014. “Analisis Pengaruh Ukuran Perusahaan, Tingkat Inflasi, Nilai Kurs Rupiah, terhadap Harga Saham (Studi Empiris pada Perusahaan Manufaktur yang Terdaftar di Bursa Efek Indonesia Tahun 2008 s/d 2011) ”. Tesis (abstrak), Universitas Kristen Maranatha. Bandung.
- Damodaran, Aswath. 2006. “Dealing with Intangibles: Valuing Brand Names, Flexibility and Patents”, *Social Science Research Network Publishing*. New York.
- De Oliveira, Marta Olivia Rovedder and Fernando Bins Luce. 2012. “Reflection about Brand Equity, Brand Value and their Consequences”. *Encontro de Marketing da ANPAD*. PR 20 a 22.
- Dutordoir, Marie, Frank H. Verbeeten and Dominique De Beijer. 2014. “Stock Price Reactions to Brand Announcements: Magnitude and Moderators”. *International Journal of Research in Marketing Manuscript Draft*. Undated.
- Edmans, Alex. 2011. “Does the Stock Market Fully Value Intangibles? Employee Satisfaction and Equity Price”. *Journal of Financial Economics* (101). pp 621-640
- Elton, Edwin J., Martin J. Gruber, Stephen J. Brown, Willian N. Goetzmann. 2014. Modern Portfolio Theory and Investment Analysis. Edition 9th. Wiley. New York.

- Eryigit, Canan and Mehmet Eryigit. 2014. "The Impact of Brand Value on Stock Price". *International Conference on Business, Economic and Accounting*. Hongkong. 26-28 March 2014.
- Hartono, Jogyanto, 2010, *Studi Peristiwa: Menguji Reaksi Pasar Modal Akibat Suatu Peristiwa*, Edisi 1. Fakultas Ekonomika dan Bisnis Universitas Gajah Mada. Yogyakarta. Hartono, Jogyanto, 2013, *Teori Portofolio dan Analisis Investasi*, Edisi 8. Fakultas Ekonomika dan Bisnis Universitas Gajah Mada. Yogyakarta.
- Hsu, Feng Jui, Tsai Yi Wang and Mu Yen Chen. 2013. "The Impact of Brand Value on Financial Performance". *Advances in Management & Applied Economics*, vol 3, no.6, p 129-141.
- Johansson, Johny K., Claudiu Dimofte and Sanal Mazvancheryl. 2012. "The Performance of Global Brands in the 2008 Financial Crisis: A Test of Two Brand Value Measures". *Research Paper*. Georgetown McDonough School of Business Paper No. 2012-06
- Kirk, Collen P., Ipsita Ray and Berry Wilson. 2012. "The Impact of Brand Value on Firm Valuation: The Moderating Influence of Firm Type". *Journal of Brand Management*. I-13
- Kotler, Phillips. 2003. *Marketing Management*. 11th edition. Prentice Hall. International Edition.
- Kumar, Munesh and Sanjay Sehgal. 2004. "Company Characteristics and Common Stock Return: The Indian Experience", *Investment Management and Financial Innovations*, 4/2004
- Laily, Nurul. 2013. "Pengaruh tangibility, Pertumbuhan Penjualan, Profitabilitas dan Ukuran Perusahaan terhadap Saham Perusahaan Pertambangan di Daftar Efek Syariah tahun 2002-2010". *Skripsi*. Universitas Islam Negeri Sunan Kalijaga. Yogyakarta.
- Madden, T.J., Frank Fehle and Susan Fournier. 2006. "Brand Matter: An Empirical Demonstration of the Creation of Shareholder Value through Branding". *Journal of the Academy of Marketing Science*. 34, pp 224-235

- Mahendra, Alfredo. 2011. "Pengaruh Kinerja Keuangan terhadap Nilai Perusahaan (Kebijakan Dividen sebagai Variabel Moderating) pada Perusahaan Manufaktur di Bursa Efek Indonesia". *Tesis*. Universitas Udayana. Denpasar.
- Penman, Stephen H. and George O. May. 2009. "Accounting for Intangible Assets: There is also an Income Statement", *Occasional Paper*, Columbia Business School, Columbia. Undated. New York.
- Rasti, Pegah and Somaye Gharibvand. 2013. "The Influence of Brand Value on Selected Malaysia's Companies Book Value and Shareholders". *Review of Contemporary Business Research*, 2(1), pp 12-19.
- Sasikala, D, 2013, "Brand Asset Valuator – Measuring Brand Value", *International Journal of Social Science & Interdisciplinary Research*, Vol 2(6).
- SWA. 2017. "Indonesia's Top 100 Most Valuable Brands (Photo)"
- Tiwari, Munish Kumar. 2007. "Separation of Brand Equity and Brand Value", *Global Business Review (abstract)*. Vol 11. No.3. 421-434.
- Ukiwe, Alladin. 2009. "The Joint Impact of Brand Value and Advertising on Corporate Financial Performance and on Stock Return: A Case Study of the Computer Industry". *Doctoral Dissertation*, Walden University, USA.
- Versanen, Virva. 2011. "Does the Stock Market Fully Value Intangibles? Brand and Global Equity Prices", *Master Thesis*, Aalto University, Finlandia.