

CHAPTER 12 BIBLIOGRAPHY

- 1) Benjamin Schneider and David E. Bowen, "New Services Design, Development and Implementation and the Employee." In W.R George and C.E Marshall (eds.), *Developing New Services* (Chicago, American Marketing Association, 1984)
- 2) Brigham, Eugene F., Gapenski, C. Gapenski, and Ehrhardt Michael, *Financial Management – Theory and Practice*, 5th Edition, Dryden Press 1999.
- 3) Eberhard E. Scheuing and Eugene M. Johnson, " A Proposed Model for New Service Development," *The Journal of Services Marketing*, vol. 3 no. 2 (1989)
- 4) James A. Fitzsimmons and Mona J. Fitzsimmons (2001), *Services Management- Operations, Strategy, and Information Technology*, North America: McGraw-Hill International Edition.
- 5) Philip Kotler, *Marketing Management*, Millennium Edition, Prentice Hall
- 6) Timmons, Jeffrey A. , *New Venture Creation –Entrepreneurship for the 21st Century*, McGraw-Hill 1999.
- 7) [http: www.starbucks.com](http://www.starbucks.com)
- 8) <http://www.coffeebean.com>
- 9) [http: www.sanfranciscocoffee.com](http://www.sanfranciscocoffee.com)
- 10) [http: www.greatbeans.com](http://www.greatbeans.com) (Gloria Jeans Coffee.co)
- 11) [http: www.kkev.net](http://www.kkev.net) (Kota Kemuning township)
- 12) [http: emasonline.com/guthrie/bukitjelutong](http://emasonline.com/guthrie/bukitjelutong) (Bukit Jelutong township)
- 13) [http: emasonline.com/emkay/perdana](http://emasonline.com/emkay/perdana) (Damansara Perdana township)
- 14) <http://www.lawyerment.com> (Lim Chong Chuan and Associates)
- 15) <http://www.iornet.org/newiornet/malaysia17.htm> (Indian Ocean Rim Network)
- 16) www.oldtownwhitecoffee.com