















- The International Institute of Islamic Thoughts, Jakarta .
- [8] Karim, Adiwarmanto. 2004. *Bank Islam Analisis Fiqih dan Keuangan*: PT Raja Grafindo Persada Jakarta.
- [9] Kotler, Philip. 2010. *Marketing Manajement analysis, Planning, Implementation and Control*: Prentice Hall New Jersey
- [10] Laksmana, Yusak. 2009. *Panduan Praktis Account Officer Bank Syariah Memahami Praktik Proses Pembiayaan di Bank Syariah*. : Elex Media Komputindo Jakarta
- [11] Muhammad. 2005. *Manajemen Bank Syariah* : UPP AMP YKPN Yogyakarta
- [12] Robinson, Pearce. 2000. *Manajemen Strategik, Formulasi, Implementasi, Dan Pengendalian*: Binarupa Aksara: Jakarta.
- [13] Rosly, Saiful Azhar. 2009. *Critical Issues on IB and Financial Markets : Islamic Economics, Banking and Finance , Investments, Takaful and Financial Planning*. Malaysia : Dinamas Publishing
- [14] Saeed, Abdullah, 1996. *Islamic Banking and Interest, a Study of The Prohibition of Riba and It's Contemporary Intrepretation*. E.J. Brill Leiden. New York : Koln.
- [15] Sari, Tunjung, 2012. Strategi Pemasaran dan Peran Perbankan Syariah dalam Perekonomian Indonesia, *Jurnal Probank: Vol 20 No 21 Jan 2012*
- [16] Seikh Ghazali Seikh Abod, Syed Omar Syed Agil, Aidit Hj Ghazali. 2008. *An Introduction to Islamic Economics and Finance*, Malaysia : CERT Publications.
- [17] Sudin Haron, Wan Nursofiza Wan Azmi. 2009. *Islamic Finance and Banking System*. Malaysia : McGraw-Hill