

## Bibliography

- [1] S. BRINKKEMPER, S. HONG, A. BULTHUIS, AND G. VAN DEN GOOR, *Object-Oriented Analysis and Design Methods: a Comparative Review*, University of Twente, 1995.
- [2] S. BURANAPIN, *Business Simulation Game*, Faculty of Business Administration, Chiangmai University, 1997.
- [3] G. G. DESS AND A. MILLER, *Strategic Management*, McGraw-Hill, NY, 1993.
- [4] C. W. HILL AND G. R. JONES, *Strategic Management An Itegrated Approach*, Houghton Mifflin Company,, Boston, MA, third ed., 1995.
- [5] P. KOTLER AND G. ARMSTRONG, *Principles Of Marketing*, Prentice Hall,INC.,, Englewood Cliff, NJ, forth ed., 1989.
- [6] K. C. LAUDON AND J. P. LAUDON, *Management Information Systems*, Prentice Hall,INC.,, Upper Saddle River, NJ, sixth ed., 2000.
- [7] J. MARTIN, *Principles Of Object-Oriented Analysis And Design*, Prentice Hall.INC.,, Englewood Cliff, NJ, 1993.
- [8] R. RUENJINDA, *Business Game*, Faculty of Commerce and Accountancy, Chulalongkorn University, 1996.
- [9] J. SMITH AND P. GOLDEN, *Management Simulations & Support*, Prentice Hall, Upper Saddle River, NJ, 2002.