

Proceedings of
**THE 3RD
INDONESIA
INTERNATIONAL
CONFERENCE ON
INNOVATION,
ENTREPRENEURSHIP, &
SMALL BUSINESS**

IICIES 2011

July 26-28, 2011
Bandung, Indonesia

**Creative and Cultural Entrepreneurship
in the New Era**

Editors

Dohar Bob M. Situmorang, Dwi Larso

Associate Editors

Isti Raafaldini Mirzanti, Salfitrie R. Maryunani, Sonny Rustiadi

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