



for the SCHOOL OF MANAGEMENT

<http://www.langara.bc.ca/library/reshelp/citing.html>
www.langara.bc.ca/academic-services/writing-centre/help.html

This guide provides examples of endnotes and bibliographic entries for citing the types of sources most commonly used by students in the School of Management. It follows the **15th edition** of *The Chicago Manual of Style* (Z 253 U69 2003) as closely as possible. Some entries have been adapted to suit the needs of Langara students and instructors.

GENERAL NOTES ON CHICAGO STYLE

• Endnotes

- In Chicago notes/bibliography style, references to quotations and paraphrases are provided in notes, preferably supplemented by a bibliography.
- **Endnotes** are listed on a separate page at the end of your report. They are numbered consecutively, beginning with the number 1.
- In the text of your report, a note number (superscript) is placed at the end of a sentence or at the end of a clause. The number follows any punctuation mark except for the dash, which it precedes.

A Datamonitor report indicates that the Canadian beer industry generated total revenues of \$10.9 billion in 2008, and is expected to reach \$11.8 billion by the end of 2013.¹

- Each note number corresponds to an endnote that provides bibliographic information and page number(s) cited for each source. The numbers in the notes are full size (not superscript) and followed by a period. Indent the first line of the note 0.5 inch from the left margin and align the subsequent line(s) with the left margin. For example:

1. Datamonitor, "Beer in Canada: Industry Profile," September 2009, 8, Business Source Complete (accessed January 29, 2010).

• Shortened notes

- When you want to cite the same source not immediately after you first cited it in full, you may create a short note that includes: corporate author (or author's last name); main title of the work (usually shortened if more than four words); and the specific page(s) cited. For example:

5. Datamonitor, "Beer in Canada," 13.

- When you want to cite the same source immediately after you cited it in either full or short form, you may cite it with the abbreviation "**Ibid.**" and page number(s) if they're different. ("**Ibid.**" is Latin for "in the same place."). For example:

6. Ibid.

7. Ibid., 15-16.

• Bibliography

- A bibliography is a list of all the sources cited in the notes. The entries are arranged alphabetically by the last names of the authors (or by the title, if no author or editor is given).
- Begin each entry flush with the left margin, and indent the subsequent line(s) 0.5 inch from the left margin.

EXAMPLES OF CITATIONS

You may not always find guidelines or examples specific to the kind of source you want to cite. Keep in mind that the intent of the notes/bibliography of your report is to give enough information for the reader to locate the works. Do the best you can, and make sure the format of all your citations is consistent. When in doubt, err on the side of more rather than fewer details.

Annual Reports (Online)

Mergent Online

Endnote

1. Research In Motion, "2009 Annual Report," 8-10, Mergent Online (accessed January 29, 2010).

Bibliography

Research In Motion. "2009 Annual Report." Mergent Online (accessed January 29, 2010).

Company Website

See page 4

Articles (Online)

Journal article from library database

Endnote

2. Raj Arora and Charles Stoner, "A Mixed Method Approach to Understanding Brand Personality," *Journal of Product & Brand Management* 18, no. 4 (2009): 275, Business Source Complete (accessed January 26, 2010).

Bibliography

Arora, Raj, and Charles Stoner. "A Mixed Method Approach to Understanding Brand Personality." *Journal of Product & Brand Management* 18, no. 4 (2009): 272-83. Business Source Complete (accessed January 26, 2010).

Magazine article from library database

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3. Jennifer Cirillo, "More Than White Milk," *Beverage World*, December 15, 2009, 43, Business Source Complete (accessed January 20, 2010).

4. Emily Gravelle, "How Sweet It Is," *Canadian Grocer*, October 2009, CBCA (accessed January 20, 2010).

Bibliography

Cirillo, Jennifer. "More Than White Milk." *Beverage World*, December 15, 2009, 43-44. Business Source Complete (accessed January 20, 2010).

Gravelle, Emily. "How Sweet It Is." *Canadian Grocer*, October 2009. CBCA (accessed January 20, 2010).

Magazine article free on the Web

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5. Diane Chiasson, "8 Reasons to Target Baby Boomers," *Canadian Pizza*, January/February 2010, 23, <http://www.mydigitalpublication.com/publication/?m=1464&l=1> (accessed January 20, 2010).

Bibliography

Chiasson, Diane. "8 Reasons to Target Baby Boomers." *Canadian Pizza*, January/February 2010, 23-25. <http://www.mydigitalpublication.com/publication/?m=1464&l=1> (accessed January 20, 2010).

**Newspaper article
from library
database**

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6. Mitch Joel, "Embracing the New Business of Being Wired Everywhere," *Vancouver Sun*, January 13, 2010, Canadian Newsstand (accessed January 19, 2010).

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Joel, Mitch. "Embracing the New Business of Being Wired Everywhere." *Vancouver Sun*, January 13, 2010. Canadian Newsstand (accessed January 19, 2010).

**News article free on
the Web**

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7. Janet Whitman, "Hollywood's Got a Smash Hit," January 18, 2010, Global News, <http://news.globaltv.com/money/Hollywood+smash/2448411/story.html> (accessed January 19, 2010).

Bibliography

Whitman, Janet. "Hollywood's Got a Smash Hit." January 18, 2010. Global News. <http://news.globaltv.com/money/Hollywood+smash/2448411/story.html> (accessed January 19, 2010).

Books (Print)

One to three authors

Endnote

8. Jonathan M. Estes, *Smart Green: How to Implement Sustainable Business Practices in Any Industry and Make Money* (Hoboken, NJ: Wiley, 2009), 96-97.

9. Roger Fisher and William Ury, *Getting to Yes: Negotiating Agreement without Giving In*, 2nd ed. (New York: Penguin, 1991), 131.

Bibliography

Estes, Jonathan M. *Smart Green: How to Implement Sustainable Business Practices in Any Industry and Make Money*. Hoboken, NJ: Wiley, 2009.

Fisher, Roger, and William Ury. *Getting to Yes: Negotiating Agreement without Giving In*. 2nd ed. New York: Penguin, 1991.

Four to ten authors

Endnote

10. Robert E. Stevens et al., *Marketing Planning Guide*, 3rd ed. (New York: Best Business Books, 2006), 159.

Bibliography

Stevens, Robert E., David L. Loudon, Bruce Wrenn, and Phylis Mansfield. *Marketing Planning Guide*. 3rd ed. New York: Best Business Books, 2006.

**Chapter or titled
part of a book**

Endnote

11. Andrew T. Kaczynski and Luke R. Potwarka, "Marketing Recreation and Leisure Services," in *Leisure for Canadians*, ed. Ron McCarville and Kelly MacKay (State College, PA: Venture Publishing, 2007), 300.

Bibliography

Kaczynski, Andrew T., and Luke R. Potwarka. "Marketing Recreation and Leisure Services." In *Leisure for Canadians*, edited by Ron McCarville and Kelly MacKay, 295-306. State College, PA: Venture Publishing, 2007.

Books (Online)

From ebrary

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12. William Lundin, Kathleen Lundin, and Michael S. Dobson, *Working with Difficult People*, 2nd ed. (New York: American Management Association, 2009), 9-10, ebrary (accessed January 22, 2010).

Bibliography

Lundin, William, Kathleen Lundin, and Michael S. Dobson. *Working with Difficult People*. 2nd ed. New York: American Management Association, 2009. ebrary (accessed January 22, 2010).

Company Profiles (Online)

Business Source Complete

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13. Datamonitor, "Indigo Books & Music, Inc.," October 9, 2009, 16-17, Business Source Complete (accessed January 25, 2010).

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Datamonitor. "Indigo Books & Music, Inc.," October 9, 2009. Business Source Complete (accessed January 25, 2010).

Hoover's Company Records

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14. Hoover's, "Purdy's Chocolates," January 15, 2010, Hoover's Company Records (accessed January 25, 2010).

Bibliography

Hoover's. "Purdy's Chocolates," January 15, 2010. Hoover's Company Records (accessed January 25, 2010).

Mergent Online

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15. Mergent, "Nintendo Co., Ltd.," Mergent Online (accessed January 25, 2010).

Bibliography

Mergent. "Nintendo Co., Ltd." Mergent Online (accessed January 25, 2010).

Company Websites

Note: When citing pages or documents from the Web:

- Include author (corporate or individual), title of the page (or document), title or owner of the site, URL, and the date accessed.
- For endnotes, include the page number(s) only if viewing PDF documents.

Annual report

Endnote

16. Research In Motion, "2009 Annual Report," 8-10, RIM, http://www.rim.com/investors/pdf/RIM09AR_FINAL.pdf (accessed January 29, 2010).

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Research In Motion. "2009 Annual Report." RIM. http://www.rim.com/investors/pdf/RIM09AR_FINAL.pdf (accessed January 29, 2010).

Executive management presentation	<p>Endnote 17. Gerry McCaughey, “Investing for Growth,” executive presentation, September 16, 2009, 4, CIBC, http://www.cibc.com/ca/pdf/investor/scotiacap-sep-16-09-presentation.pdf (accessed January 18, 2010).</p> <p>Bibliography McCaughey, Gerry. “Investing for Growth.” Executive presentation, September 16, 2009. CIBC. http://www.cibc.com/ca/pdf/investor/scotiacap-sep-16-09-presentation.pdf (accessed January 18, 2010).</p>
Press release	<p>Endnote 18. Google, “Google Offers New Model for Consumers to Buy a Mobile Phone,” press release, January 5, 2010, Google, http://www.google.com/intl/en/press/pressrel/20100105_phone.html (accessed January 18, 2010).</p> <p>Bibliography Google. “Google Offers New Model for Consumers to Buy a Mobile Phone.” Press release, January 5, 2010. Google. http://www.google.com/intl/en/press/pressrel/20100105_phone.html (accessed January 18, 2010).</p>
Other	<p>Endnote 19. Bombardier, “Moving Forward Responsibly,” Bombardier, http://www.bombardier.com/en/corporate/corporate-responsibility (accessed January 14, 2010).</p> <p>20. TELUS, “Building on Strength: The 2008 Corporate Social Responsibility Report,” 17, TELUS, http://ar.telus.com/csr_2008_dev/_files/pdf/csr_08_report_full_en.pdf (accessed January 18, 2010).</p> <p>Bibliography Bombardier. “Moving Forward Responsibly.” Bombardier. http://www.bombardier.com/en/corporate/corporate-responsibility (accessed January 14, 2010).</p> <p>TELUS. “Building on Strength: The 2008 Corporate Social Responsibility Report.” TELUS. http://ar.telus.com/csr_2008_dev/_files/pdf/csr_08_report_full_en.pdf (accessed January 18, 2010).</p>
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Business Source Complete	<p>Endnote 21. Datamonitor, “Beer in Canada: Industry Profile,” September 2009, 8, Business Source Complete (accessed January 29, 2010).</p> <p>Bibliography Datamonitor. “Beer in Canada: Industry Profile,” September 2009. Business Source Complete (accessed January 29, 2010).</p>
Mergent Online	<p>Endnote 22. Mergent, “Food and Beverage Sectors: North America,” May 2009, 15, Mergent Online (accessed January 29, 2010).</p> <p>Bibliography Mergent. “Food and Beverage Sectors: North America,” May 2009. Mergent Online (accessed January 29, 2010).</p>

Market Research Reports (Online)

MarketResearch.com Endnote Academic

23. Darren Bosik, *Global Biofuels Market: Opportunities, Emerging Technologies and Production* (Rockville, MD: SBI, October 2009), 56-57, MarketResearch.com Academic (accessed January 20, 2010).

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Bosik, Darren. *Global Biofuels Market: Opportunities, Emerging Technologies and Production*. Rockville, MD: SBI, October 2009. MarketResearch.com Academic (accessed January 20, 2010).

Market Share Reporter (Print)

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24. "Top Ice Cream Brands, 2008," in *Market Share Reporter 2010*, ed. Robert S. Lazich (Detroit: Gale, 2010), 96.

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"Top Ice Cream Brands, 2008." In *Market Share Reporter 2010*, edited by Robert S. Lazich, 96. Detroit: Gale, 2010.

Media

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25. *Inside the Meltdown*, DVD, directed by Michael Kirk (Boston: WGBH Educational Foundation, 2009).

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Inside the Meltdown. DVD. Directed by Michael Kirk. Boston: WGBH Educational Foundation, 2009.

PCensus

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26. Statistics Canada and MapInfo Canada, *PCensus for MapPoint*, CD-ROM, version 8.73 (Vancouver: Tetrad Computer Applications, 2008).

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Statistics Canada and MapInfo Canada. *PCensus for MapPoint*. CD-ROM, version 8.73. Vancouver: Tetrad Computer Applications, 2008.
