

Book One Author

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Book Two Authors

Carroll, Glen R. and Micheal T. Hannan (2004), *The Demography of Corporations and Industries*. Princeton, NJ: Princeton University Press.

Multiple items by same author(s)

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U.S. Department of Transportation (2006), Air Travel Consumer Report, (accessed December 5, 2006), [available at <http://airconsumer.ost.dot.gov/reports/2006/December/0612atcr.pdf>].

Working Paper

Aluf, Yana and Ozy Shy (2001), "Comparison Advertising and Competition," working paper, Department of Economics, University of Haifa, Israel.

Wathne, Kenneth H. and Jan B. Heide (2006), "Managing Marketing Relationships Through Qualification and Incentives," Marketing Science Institute Working Paper Report No. 06-125.

Company Document

NAA (2000), "Meeting Customer Needs: The Challenge of Distribution, Today and Tomorrow," NAA Distribution and Logistics Task Force report.

Travish, Leeron and Rann Smorodinsky (2002), "Mobile Entertainment: A Generational Lifestyle Sea Change," Universal Mobile Entertainment and Cash-U White Paper.

Paper Presented at a Conference

Prasad, A. and Subrata Sen (1999), "Are Firms Advertising Too Much?" paper presented at INFORMS Marketing Science Conference, Syracuse University, New York (May 22-23).

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Netpromoter.com (2006), "What is Net Promoter?" (accessed September 16, 2006), [available at <http://www.netpromoter.com/netpromoter/index.php>].

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- **Reference these articles as you would the print version of the article:**
Rolland, Sylvie E., and Guy Parmentier (2013), "The Benefit of Social Media," *International Journal of Market Research*, 55 (6), 809-827.

CARDonline

Reference for a category within CARDonline:

Rogers Publishing Limited (2013). "Newspapers: Calgary." *CARDonline*, (accessed December 3, 2013), [available at www.cardonline.ca].

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Promotional Material

Darnow, Jamie (2005), "Remember Consumer Reports," promotional material, Consumer Union of the United States.

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Sarmiento, Manny (2013), "What is Social Media? Social Media Statistics Marketing Video," (June 25), (accessed February 6, 2014), [available at <http://www.youtube.com/watch?v=BqRpyMWzOPk>].

In-text : (Sarmiento 2013)

TV episode online:

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Taylor, Fred (2008), "Being Proactive: The Next Generation of Customer Service-Part One," *Blog Southwest*, (January 23), (accessed June 25, 2012), [available at <http://www.blogsouthwest.com/2008/01/23/being-proactive-the-next-generation-of-customer-service-part-one/>].

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Company Press release:

comScore (2007), "Online Consumer-Generated Reviews Have Significant Impact on Offline Purchase Behavior," press release, (November 29), (accessed December 2011), [available at http://www.comscore.com/Press_Events/Press_Releases/2007/11/Online_Consumer_Reviews_Impact_Offline_Purchasing_Behavior].

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Envionics Analytics (2012), "Old World Style," *Prizm C2 Segmentation*. Toronto, ON: Envionics Analytics.

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In-text: (Envionics Analytics 2013)

Lecture notes and class PowerPoint slides:

Lecture Notes:

*Information gathered from a lecture is usually **non-recoverable** and is therefore cited as personal communication. In such instances, only an in-text citation would be given and there would be no listing in the reference list.*

"A. Smith (personal communication [Lecture notes], May 2, 2014) indicated that psychodynamic principles ..."

Alternatively, you could note the nature of the material in your text description, for example,

"As proposed by A. Smith (personal communication, May 2, 2014) in her presentation on the integration of attachment theory and psychodynamic principles . . ."

Recoverable course material:

If course material is recoverable by others, for example, on a course website etc, it should be cited in-text and included in the reference list.

Include the description "lecture notes" following the title of the lecture or course:

Lecture notes posted to D2L:

Smith, Anne (2014), "Brain and Behavior," lecture notes, (accessed May 5, 2014), [available at University of Calgary D2L site: <https://d2l.ucalgary.ca>].

In-text citation: (Smith 2014)

Class handout:

Smith, Anne (2013), "Citing and Referencing Business Resources," class handout, Calgary: Haskayne School of Business.

In-text citation: (Smith 2013)

Class PowerPoint slides:

PowerPoint slides are considered recoverable:

Smith, Anne (2015), "Citing and Referencing Business Resources," powerpoint slides, (accessed February 20, 2015), [available at University of Calgary D2L site: <https://d2l.ucalgary.ca>].

In-text: (Smith 2015)

Software Program:

Ho, Daniel E., Kosuke Imai, Gary King, and Elizabeth Stuart (2004), *Matchit: Matching as Nonparametric Preprocessing for Parametric Causal Inference*, software program, [available at <http://gking.harvard.edu/matchit/>].

Images or Figures

In-text:

Many people feel that they are subjected to unnecessary amounts of advertising as demonstrated in Figure 1.

Figure 1
Advertising overload



Source:

Flickr.com. Photo by Will Lion. Reprinted with permission.

Reference list entry:

Lion, Will (photographer) (2008). "Advertising overload," online image, (accessed November 3, 2009), [available at: <http://www.flickr.com/photos/will-lion/2616577912/>].

Images with no known photographer

Figure 1
Boy on the street



Source: Favim.com.

Reference list entry:

Favim.com (2014). "Indie: Tumbler image #2295204," online image, (accessed March 13, 2015), [available at <http://favim.com/image/2295204>].