Single- and multiple-author references for books: List author names, including first names, publication date, book title in italics, place of publication, and publisher name:


Single- and multiple-author reference for periodicals: List author's full name, publication date, article title in quotes, unabbreviated name of periodical in italics, volume number, issue designation (month, season, or number), and page numbers:


Single- and multiple-author reference for an excerpt in a book edited by another author(s) or a proceedings: List author names, including first names, publication date, article/chapter title in quotes, book title in italics, volume number, editors, place of publication, publisher name, and excerpt page numbers:


If an author appears more than once, substitute three em dashes (this will appear as a one-inch line when typeset) for each author's name (do not underline):


If two or more works by the same author have the same publication date, they should be differentiated by letters after the date and alphabetized according to the first word in the article title. The letter also should appear with the citation in the text:


References to unpublished works, such as doctoral dissertations, presented papers, research reports, and working papers, should be included in the references list. The words “report,” “working paper,” and so on, are not capitalized unless the work is part of a numbered section. Include information about the sponsoring university or organization, such as name of department, college, university, and city/state.

- Coughlin, Maureen (1980), "Fear of Success: Reaction to Advertising Stimuli and Intention to Purchase," doctoral dissertation, Department of Marketing, City University of New York.


Web sites and URLs: List author names, including first names, publication date, title of page on Web cite in quotes, date material was accessed in parentheses, and the full URL of the actual Web page.