References are to be listed alphabetically, last name first, followed by publication date in parentheses. Use full first name, not just initials. The reference list should be typed double spaced on a separate page. Do not use indents, tabs, or symbols to delineate your paragraphs. Instead, use two hard returns between each reference.

Authors are responsible for the accuracy of their references. Check them carefully.

BOOKS
Single- and multiple-author references for books:


ARTICLES
Single- and multiple-author reference for periodicals (include author's name, publication date, article title, complete name of periodical, volume number, month of publication, and page numbers):


BOOK CHAPTERS
Single- and multiple-author reference for an article in a book edited by another author(s):


UNPUBLISHED WORKS
References to unpublished works, such as doctoral dissertations and working papers, should be included in the references list as follows:

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

Source: http://www.marketingpower.com (search “Reference List Style”)
ONLINE PUBLICATIONS
References to works published online should be included in the references as follows:


AUTHORS
If an author appears more than once, substitute four hyphens (this will appear as a 1-inch line when typeset) for each author's name (do not use underlines):


DATES
If two or more works by the same author have the same publication date, they should be differentiated by letters after the date. The letter also should appear with the citation in the text:
