

AMERICAN MARKETING ASSOCIATION REFERENCE LIST STYLE

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:

Donnelly, James H. and William R. George (1981), *Marketing of Services*. Chicago: American Marketing Association.

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):

Wensley, Robin (1981), "Strategic Marketing: Betas, Boxes, or Basics," *Journal of Marketing*, 45 (Summer), 173-82.

BOOK CHAPTERS

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

Nevin, John R. and Ruth A. Smith (1981), "The Predictive Accuracy of a Retail Gravitation Model: An Empirical Evaluation," in *The Changing Marketing Environment*, Kenneth Bernhardt et al., eds. Chicago: American Marketing Association, 89-94.

UNPUBLISHED WORKS

References to unpublished works, such as doctoral dissertations and working papers, should be included in the references list as follows: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

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ONLINE PUBLICATIONS

References to works published online should be included in the references as follows:

Shapiro, Carl (2001), "Navigating the Patent Thicket: Cross Licenses, Patent Pools and Standard Settings," (accessed September 4, 2002), [available at <http://haas.berkeley.edu/~shapiro/thicket.pdf>].

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):

Fornell, Claes and David F. Larcher (1981a), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," *Journal of Marketing Research*, 18 (February), 39-50.

---- and ---- (1981b), "Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics," *Journal of Marketing Research*, 18 (August) 312-28.

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:

Day, George (1981a), "Analytical Approaches to Strategic Market Planning," in *Review of Marketing*, Ben Enis and Kenneth J. Roering, eds. Chicago: American Marketing Association, 291-312.

---- (1981b), "The Product Life Cycle: Analysis and Applications Issues," *Journal of Marketing*, 45 (Fall), 60-67.