

This guide follows the 17<sup>th</sup> edition of *The Chicago Manual of Style* (Z 253 U69 2017) and provides examples of endnotes/footnotes and bibliography entries for citing the types of sources most commonly used by students in the Langara School of Management.

## GENERAL NOTES ON CHICAGO STYLE

### • Endnotes/Footnotes

- With Chicago's notes and bibliography system, source information (and commentary on the sources cited) is provided in notes, preferably supplemented by a bibliography.
- **Footnotes** are placed at the bottom of a page. **Endnotes** are listed on a separate page at the end of a report, following the text and any appendixes and preceding the bibliography, if there is one.
- In the text of the report, notes are numbered consecutively, beginning with the arabic number **1**. A note number (**superscript**) should generally be 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.
- Each in-text note number corresponds to an endnote/footnote that provides bibliographic information and page number(s) cited for each source.

### • Short Form Notes (Shortened Citations)

- To reduce the bulk of documentation, shortening recurring notes is strongly recommended (while the use of *ibid.* is discouraged).
- When citing the same source after first cited in full, use a short form that consists of: the last name of the author (or corporate author), the main title of the source (usually shortened if more than four words), and the specific page(s), if any.
- To avoid repetition, the title of a source just cited may be omitted. However, a page reference must be repeated even if it is the same as the last cited. If a source has two or three authors, give the last name of each; for more than three, the last name of the first author followed by *et al.*

1. Vaughn Palmer, "As Politicians Endlessly Plan, Ride-Sharing Services Move In," *Vancouver Sun*, January 11, 2018, Canadian Major Dailies.

2. Kwabena G. Boakye, Charles Blankson, and Victor R. Prybutok, "The Battle for Customer Loyalty: An Examination of Customer Loyalty in the Goods and Services Domain," *Quality Management Journal* 24, no. 4 (October 2017): 27, Business Source Complete.

3. Darren Henderson et al., *Navigating Risks on the Road to Cannabis Legalization*, PwC Canada, 2017, 11, <https://www.pwc.com/ca/en/risk-opportunity/publications/navigating-risks-on-the-road-to-cannabis-legalization.pdf>.

4. Palmer, "As Politicians Endlessly Plan."

5. Boakye, Blankson, and Prybutok, "Battle for Customer Loyalty," 31.

6. Boakye, Blankson, and Prybutok, 22.

7. Boakye, Blankson, and Prybutok, 22.

8. Henderson et al., *Navigating Risks*, 5.

### • Bibliography

- A bibliography is a list of all the sources cited in the notes. It is included at the end of a report, following the endnotes.
- The entries are arranged alphabetically by author's last name (or by title, if no author is given).
- List the first author of each source with the last name first. List additional authors first-name first.

## 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.

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### Annual Reports

#### Company Websites

#### Endnote/Footnote

1. Royal Bank of Canada, *2017 Annual Report*, 10, [http://www.rbc.com/investorrelations/pdf/ar\\_2017\\_e.pdf](http://www.rbc.com/investorrelations/pdf/ar_2017_e.pdf).

#### Bibliography

Royal Bank of Canada. *2017 Annual Report*. [http://www.rbc.com/investorrelations/pdf/ar\\_2017\\_e.pdf](http://www.rbc.com/investorrelations/pdf/ar_2017_e.pdf).

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#### Mergent Online

#### Endnote/Footnote

2. Dollarama Inc., *Consolidated Financial Statements: January 28, 2018 and January 29, 2017*, 12, Mergent Online.

#### Bibliography

Dollarama Inc. *Consolidated Financial Statements: January 28, 2018 and January 29, 2017*. Mergent Online.

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#### SEDAR

#### Endnote/Footnote

3. Canadian Tire, *2017 Annual Information Form*, 17-18, SEDAR, <http://www.sedar.com/GetFile.do?lang=EN&docClass=1&docId=4258002>.

#### Bibliography

Canadian Tire. *2017 Annual Information Form*. SEDAR. <http://www.sedar.com/GetFile.do?lang=EN&docClass=1&docId=4258002>.

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### Articles (Online)

#### Journal Articles

#### Endnote/Footnote

4. Christian Voegtlin and Michelle Greenwood, "Corporate Social Responsibility and Human Resource Management: A Systematic Review and Conceptual Analysis," *Human Resource Management Review* 26, no. 3 (2016): 189, <https://doi.org/10.1016/j.hrmmr.2015.12.003>.

5. Kwabena G. Boakye, Charles Blankson, and Victor R. Prybutok, "The Battle for Customer Loyalty: An Examination of Customer Loyalty in the Goods and Services Domain," *Quality Management Journal* 24, no. 4 (October 2017): 27, Business Source Complete.

#### Bibliography

Voegtlin, Christian, and Michelle Greenwood. "Corporate Social Responsibility and Human Resource Management: A Systematic Review and Conceptual Analysis." *Human Resource Management Review* 26, no. 3 (2016): 181-97. <https://doi.org/10.1016/j.hrmmr.2015.12.003>.

Boakye, Kwabena G., Charles Blankson, and Victor R. Prybutok. "The Battle for Customer Loyalty: An Examination of Customer Loyalty in the Goods and Services Domain." *Quality Management Journal* 24, no. 4 (October 2017): 21-34. Business Source Complete.

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**Magazine Articles  
from Library  
Databases**

**Endnote/Footnote**

6. Bernard Pacyniak, "Consumers Want It All," *Candy Industry*, May 2018, 84, Business Source Complete.

7. "Get Ready: The Robots Are Coming," *Canadian HR Reporter*, November 27, 2017, 11, Canadian Business & Current Affairs.

**Bibliography**

Pacyniak, Bernard. "Consumers Want It All." *Candy Industry*, May 2018, 82-86. Business Source Complete.

"Get Ready: The Robots Are Coming." *Canadian HR Reporter*, November 27, 2017, 11-12. Canadian Business & Current Affairs.

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**Magazine Articles  
from the Web**

**Endnote/Footnote**

8. Melissa Daimler, "Why Great Employees Leave 'Great Cultures,'" Organizational Culture, *Harvard Business Review*, May 11, 2018, <https://hbr.org/2018/05/why-great-employees-leave-great-cultures>.

**Bibliography**

Daimler, Melissa. "Why Great Employees Leave 'Great Cultures.'" Organizational Culture. *Harvard Business Review*, May 11, 2018. <https://hbr.org/2018/05/why-great-employees-leave-great-cultures>.

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**News Articles from  
Library Databases**

**Endnote/Footnote**

9. Vaughn Palmer, "As Politicians Endlessly Plan, Ride-Sharing Services Move In," *Vancouver Sun*, January 11, 2018, Canadian Major Dailies.

**Bibliography**

Palmer, Vaughn. "As Politicians Endlessly Plan, Ride-Sharing Services Move In." *Vancouver Sun*, January 11, 2018. Canadian Major Dailies.

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**News Articles from  
the Web**

**Endnote/Footnote**

10. Jennifer Saltman, "No Ride-Hailing Yet in B.C., but Province Plans to Increase Taxis and Allow Discounts," *Vancouver Sun*, July 20, 2018, <https://vancouversun.com/news/local-news/b-c-government-to-deliver-report-on-ride-hailing-discuss-next-steps>.

11. Janyce McGregor, "'Shooting Yourself in the Foot': Why Canada Has No Good Options on Car Tariffs," CBC News, August 1, 2018, 12:37 p.m., EST, <http://www.cbc.ca/news/politics/auto-tariffs-wednesday-1.4768577>.

**Bibliography**

Saltman, Jennifer. "No Ride-Hailing Yet in B.C., but Province Plans to Increase Taxis and Allow Discounts." *Vancouver Sun*, July 20, 2018. <https://vancouversun.com/news/local-news/b-c-government-to-deliver-report-on-ride-hailing-discuss-next-steps>.

McGregor, Janyce. "'Shooting Yourself in the Foot': Why Canada Has No Good Options on Car Tariffs." CBC News, August 1, 2018, 12:37 p.m., EST. <http://www.cbc.ca/news/politics/auto-tariffs-wednesday-1.4768577>.

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**Books (Print)**

**One to Three  
Authors**

**Endnote/Footnote**

12. Gillian Tett, *The Silo Effect: The Peril of Expertise and the Promise of Breaking Down Barriers* (New York: Simon & Schuster, 2015), 107-9.

13. Roger Fisher and William Ury, *Getting to Yes: Negotiating Agreement without Giving In*, 3rd ed. (New York: Penguin, 2011), 152-55.

14. Michael R. Solomon, Katherine White, and Darren W. Dahl, *Consumer Behaviour: Buying, Having, and Being*, 7th Canadian ed. (Toronto: Pearson, 2017), 18.

**Bibliography**

Tett, Gillian. *The Silo Effect: The Peril of Expertise and the Promise of Breaking Down Barriers*. New York: Simon & Schuster, 2015.

Fisher, Roger, and William Ury. *Getting to Yes: Negotiating Agreement without Giving In*. 3rd ed. New York: Penguin, 2011.

Solomon, Michael R., Katherine White, and Darren W. Dahl. *Consumer Behaviour: Buying, Having, and Being*. 7th Canadian ed. Toronto: Pearson, 2017.

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**Four to Ten Authors      Endnote/Footnote**

15. Gary Armstrong et al., *Marketing: An Introduction*, Canadian 6th ed. (Toronto: Pearson, 2017), 500-501.

**Bibliography**

Armstrong, Gary, Philip Kotler, Valerie Trifts, Lilly Anne Buchwitz, and David Gaudet. *Marketing: An Introduction*. Canadian 6th ed. Toronto: Pearson, 2017.

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**Chapter or Titled Part of a Book      Endnote/Footnote**

16. 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, 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, 2007.

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**Books (Online)**

**From Library Databases      Endnote/Footnote**

17. Deborah Rowland, *Still Moving: How to Lead Mindful Change* (Chichester, England: Wiley-Blackwell, 2017), 45-47, ProQuest Ebook Central.

**Bibliography**

Rowland, Deborah. *Still Moving: How to Lead Mindful Change*. Chichester, England: Wiley-Blackwell, 2017. ProQuest Ebook Central.

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**From the Web      Endnote/Footnote**

18. Janice Edwards et al., *Mastering Strategic Management: Evaluation and Execution*, 1st Canadian ed. (Victoria: BCcampus, BC Open Textbook Project, 2014), chap. 4, <https://opentextbc.ca/strategicmanagement/chapter/value-chain/>.

**Bibliography**

Edwards, Janice, Dave Ketchen, Jeremy Short, and David Try. *Mastering Strategic Management: Evaluation and Execution*. 1st Canadian ed. Victoria: BCcampus, BC Open Textbook Project, 2014. <https://open.bccampus.ca/find-open-textbooks/?uuid=91cdcf18-273d-44cc-8432-865d09005fda>.

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## Case Studies

### Distributed in Class      **Endnote/Footnote**

19. Valentina Bardorf and Cara Maurer, *Whole Foods Market Inc.: Expansion in Canada* (London, ON: Ivey Publishing, 2015), 3.

### **Bibliography**

Bardorf, Valentina, and Cara Maurer. *Whole Foods Market Inc.: Expansion in Canada*. London, ON: Ivey Publishing, 2015.

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## Company Profiles

### Business Source Complete      **Endnote/Footnote**

20. MarketLine, "Air Canada," Company Profile, July 27, 2018, 40, Business Source Complete.

### **Bibliography**

MarketLine. "Air Canada." Company Profile, July 27, 2018. Business Source Complete.

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### Mergent Online      **Endnote/Footnote**

21. Mergent, "Fortis Inc.: Company Financials," accessed July 31, 2018, Mergent Online.

### **Bibliography**

Mergent. "Fortis Inc.: Company Financials." Accessed July 31, 2018. Mergent Online.

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### Passport      **Endnote/Footnote**

22. Euromonitor International, "Wal-Mart Canada Inc in Retailing (Canada)," Local Company Profile, February 15, 2017, Passport.

### **Bibliography**

Euromonitor International. "Wal-Mart Canada Inc in Retailing (Canada)." Local Company Profile, February 15, 2017. Passport.

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## Images

When using any types of images in your reports and presentations, keep in mind the following:

- Many images you find online cannot be freely used, because some are prohibited for public use (e.g., logos for businesses or products) and others require copyright owner's permission.
- When **permissible images** are used solely for decorative purpose in presentation slides, no endnotes/footnotes are required. Instead, a brief statement of the source of the image, known as a credit line, is appropriate and usually appears directly under the image.

Examples of credit lines:

- Photograph by [creator's name] from [URL]
- Image courtesy of [name of the organization] from [URL]
- [Title and embedded URL of the Creative-Commons-licensed image] by [creator's name] is licensed under CC BY [license type]

## Data Tables

If you reproduce or adapt a data table from a source or multiple sources, you must include full citation information in an unnumbered footnote (i.e., source note) below the table. The note is introduced by "**Source:**" or "**Sources:**" in italics followed by the full citation(s). Consult the appropriate examples in this guide for the type of sources where data are taken from.

For example, if you source a data table from the Statistics Canada’s Census Program website, consult the endnote/footnote examples under “Statistical Sources → Census Program Statistics Canada” in this guide.

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## Figures

Figures include charts, diagrams, graphs, and maps. When you use any visuals found online as figures, you must include full citation information in an unnumbered footnote (i.e., source note) below the figure. The note is introduced by “*Source:*” in italics followed by the full citation. Consult the appropriate examples in this guide for the type of sources in which you find the figure.

For example, if you source a figure from a company website, consult the endnote/footnote examples under “Web Sources → Company Information” in this guide.

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## Industry Reports

### Business Source Complete

#### Endnote/Footnote

23. MarketLine, “Savory Snacks in Canada,” MarketLine Industry Profile, June 2018, 10, Business Source Complete.

#### Bibliography

MarketLine. “Savory Snacks in Canada.” MarketLine Industry Profile, June 2018. Business Source Complete.

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### Mergent Online

#### Endnote/Footnote

24. FTSE Russell, “Food and Beverage: North America,” Company and Industry Analysis, April 2018, 24, Mergent Online.

#### Bibliography

FTSE Russell. “Food and Beverage: North America.” Company and Industry Analysis, April 2018. Mergent Online.

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### Passport

#### Endnote/Footnote

25. Euromonitor International, “Coffee in Canada,” Country Report, February 2018, Passport.

#### Bibliography

Euromonitor International. “Coffee in Canada.” Country Report, February 2018. Passport.

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## Interviews and Personal Communications

*The following are best cited in text or in notes, and rarely listed in bibliographies:*

- *Unpublished interviews, such as interviews conducted for course projects;*
- *Conversations, including face-to-face and by phone; and*
- *Email and text messages, letters, and the like.*

### Unpublished Interviews

#### Endnote/Footnote

26. John Smith (Marketing Director, BBA Enterprises), interview by Emily Moore, September 23, 2018.

27. Interview with BBA Enterprises employee, December 10, 2017.

*(Note: An interview with a person who prefers to remain anonymous may be cited in notes without identifying information.)*

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**Personal  
Communications**

**Endnote/Footnote**

28. Mary Brown, email message to author, August 30, 2017.
29. David Williams, telephone conversation with team member, Linda Jones, November 2, 2016.
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**Market Research Reports**

**MarketResearch.com  
Academic**

**Endnote/Footnote**

30. Norman Deschamps, *Pet Product Packaging Innovation* (Rockville, MD: Packaged Facts, June 2018), 98, MarketResearch.com Academic.

**Bibliography**

Deschamps, Norman. *Pet Product Packaging Innovation*. Rockville, MD: Packaged Facts, June 2018. MarketResearch.com Academic.

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**Market Share Reporter**

**From Gale Directory  
Library**

**Endnote/Footnote**

31. "Top Ice Cream Brands, 2016," in *Market Share Reporter*, ed. Robert S. Lazich and Virgil L. Burton, III (Farmington Hills, MI: Gale, 2018), Gale Directory Library.

**Bibliography**

"Top Ice Cream Brands, 2016." In *Market Share Reporter*, edited by Robert S. Lazich and Virgil L. Burton, III. Farmington Hills, MI: Gale, 2018. Gale Directory Library.

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**Media**

**Streaming Videos  
from the Library**

**Endnote/Footnote**

32. TV Choice, *Google: The Trouble with Success*, Kanopy video, 27:44, 2016, <http://twist.langara.bc.ca/record=b1624965~S1>.

33. Canadian Broadcasting Corporation, "Emotional Marketing: Advertisers Target the Heart," *News in Review*, Curio video, 11:56, February 2016, <http://twist.langara.bc.ca/record=b1554221~S1>.

**Bibliography**

TV Choice. *Google: The Trouble with Success*. Kanopy video, 27:44. 2016. <http://twist.langara.bc.ca/record=b1624965~S1>.

Canadian Broadcasting Corporation. "Emotional Marketing: Advertisers Target the Heart." *News in Review*, Curio video, 11:56. February 2016. <http://twist.langara.bc.ca/record=b1554221~S1>.

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**YouTube Videos**

**Endnote/Footnote**

34. Chip Wilson, "Chip Wilson: Why Lululemon?," YouTube video, 3:01, posted February 24, 2014, <https://www.youtube.com/watch?v=dVbsE-mnlug>.

35. Cambridge House, "The Incredible Growth of Vision Critical – Andrew Reid Interview," YouTube video, 7:46, posted June 3, 2014, <https://www.youtube.com/watch?v=x-GiH4XZo9k>.

## Bibliography

Wilson, Chip. "Chip Wilson: Why Lululemon?." YouTube video, 3:01. Posted February 24, 2014. <https://www.youtube.com/watch?v=dVbsE-mnlug>.

Cambridge House. "The Incredible Growth of Vision Critical – Andrew Reid Interview." YouTube video, 7:46. Posted June 3, 2014. <https://www.youtube.com/watch?v=x-GiH4XZo9k>.

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## Statistical Sources

### Census Program Statistics Canada

#### Endnote/Footnote

36. Statistics Canada, "Vancouver [Census Metropolitan Area], British Columbia and British Columbia [Province]," Census Profile, 2016 Census, last modified April 24, 2018, <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E>.

37. Statistics Canada, "Population by Broad Age Groups and Sex, 2016 Counts for Both Sexes, Canada, and Census Metropolitan Areas," Age and Sex Highlight Tables, 2016 Census, last modified May 5, 2017, <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/hlt-fst/as/Table.cfm?Lang=E&T=12&Type=2>.

#### Bibliography

Statistics Canada. "Vancouver [Census Metropolitan Area], British Columbia and British Columbia [Province]." Census Profile, 2016 Census. Last modified April 24, 2018. <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E>.

Statistics Canada. "Population by Broad Age Groups and Sex, 2016 Counts for Both Sexes, Canada, and Census Metropolitan Areas." Age and Sex Highlight Tables, 2016 Census. Last modified May 5, 2017. <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/hlt-fst/as/Table.cfm?Lang=E&T=12&Type=2>.

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### Data Tables Statistics Canada

#### Endnote/Footnote

38. Statistics Canada, "Table 20-10-0001-01: New Motor Vehicle Sales," last modified August 28, 2018, <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2010000101>.

#### Bibliography

Statistics Canada. "Table 20-10-0001-01: New Motor Vehicle Sales." Last modified August 28, 2018. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2010000101>.

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### SimplyAnalytics

*When citing a report generated from SimplyAnalytics, construct a title that includes the variables (with their years) and the geographic areas covered in the data report. Use square brackets around the constructed title.*

#### Endnote/Footnote

39. SimplyAnalytics, Inc., [# Household Income \$100,000 or Over, 2016, and Average Total Expenditure on Pet Food, 2016, for Vancouver CMA and Canada], SimplyAnalytics.

#### Bibliography

SimplyAnalytics, Inc. [# Household Income \$100,000 or Over, 2016, and Average Total Expenditure on Pet Food, 2016, for Vancouver CMA and Canada]. SimplyAnalytics.

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**Vividata**

When citing data from Vividata, construct a title using the variables your reader would need to recreate the same graph. Use square brackets around the constructed title.

**Endnote/Footnote**

40. Vividata, [Lay's Baked Potato Chips for Canada M&F Age 12+ by Age], 2017 Q4, Vividata.

**Bibliography**

Vividata. [Lay's Baked Potato Chips for Canada M&F Age 12+ by Age]. 2017 Q4. Vividata.

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**Web Sources**

When citing pages or documents from websites:

- Include as much of the following as can be determined: author (corporate or personal), title of the page (or document), title or owner of the site, and URL;
- Include an access date only when no date of publication or revision or modification can be determined from the source; and
- For endnotes/footnotes, include page number(s) only if viewing PDF documents.

**Company Information****Endnote/Footnote**

41. "Corporate Responsibility: Our Supply Chain," Aritzia, accessed August 31, 2018, <https://www.aritzia.com/en/aritzia/corporate-responsibility/corporate-responsibility-supplychain.html>.

**Bibliography**

Aritzia. "Corporate Responsibility: Our Supply Chain." Accessed August 31, 2018. <https://www.aritzia.com/en/aritzia/corporate-responsibility/corporate-responsibility-supplychain.html>.

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**Corporate Reports****Endnote/Footnote**

42. Kellogg Company, *2017/2018 Corporate Responsibility Report*, 31-33, <http://crreport.kelloggcompany.com/Kellogg+Company+CR-Report+2017-18.pdf>.

**Bibliography**

Kellogg Company. *2017/2018 Corporate Responsibility Report*. <http://crreport.kelloggcompany.com/Kellogg+Company+CR-Report+2017-18.pdf>.

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**Online Documents****Endnote/Footnote**

43. John Hawksworth, Richard Berriman, and Saloni Goel, *Will Robots Really Steal Our Jobs?*, PwC UK, 2018, 34-35, <https://www.pwc.co.uk/economic-services/assets/international-impact-of-automation-feb-2018.pdf>.

**Bibliography**

Hawksworth, John, Richard Berriman, and Saloni Goel. *Will Robots Really Steal Our Jobs?*. PwC UK. 2018. <https://www.pwc.co.uk/economic-services/assets/international-impact-of-automation-feb-2018.pdf>.

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**Web Pages****Endnote/Footnote**

44. Martin Turcotte, "Volunteering and Charitable Giving in Canada," Statistics Canada, last modified April 15, 2016, <http://www.statcan.gc.ca/pub/89-652-x/89-652-x2015001-eng.htm>.

**Bibliography**

Turcotte, Martin. "Volunteering and Charitable Giving in Canada." Statistics Canada. Last modified April 15, 2016. <http://www.statcan.gc.ca/pub/89-652-x/89-652-x2015001-eng.htm>.

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