



EXAMPLES OF APA CITATION STYLE FOR COMMON BUSINESS SOURCES

(based on the 6th edition of the Publication Manual of the American Psychological Association and the APA Style Guide to Electronic References)

Example of a journal article:

References page:

Gunasti, K., & Ross, W. (2010). How and when alphanumeric brand names affect consumer preferences. *Journal of Marketing Research*, 47(6), 1177-1192. doi:10.1509/jmkr.47.6.1177

In text citation:

(Gunasti & Ross, 2010)

(A DOI (Digital Object Identifier) should be added when it is available. The DOI replaces the retrieval date and URL. If you are referencing an online article that you have reason to believe has been changed, that includes additional data or commentaries, or is an advanced online publication, you will need to add the date you retrieved the document and the URL.)

Example of a print newspaper article:

References page:

Wessel, D. (2007, August 16). Paulson expects markets to slow, not stall, growth. *Wall Street Journal*, pp. 1A, A7.

Example of in text citation:

(Wessel, 2007)

Example of an online newspaper article:

References page:

Wessel, D. (2007, August 16). Paulson expects markets to slow, not stall, growth. *Wall Street Journal*. Retrieved from www.wsj.com

In text citation:
(Wessel, 2007)

Example of a newspaper article without DOI retrieved from a library database:

References page:
Wessel, D. (2007, August 16). Paulson expects markets to slow, not stall, growth.
Wall Street Journal. Retrieved from Factiva database.

In text citation:
(Wessel, 2007)

Example of an electronic report retrieved from an aggregated database:

Datamonitor. (2006, December). *Pharmaceuticals in the United States: Industry profile* (Reference Code 0072-0372). New York, NY: Author. Retrieved August 31, 2007, from the Business Source Complete database.

In text citation:
(Datamonitor, 2006)

Example of an electronic copy of an annual report retrieved from a web page:

References page:
Pfizer. (2007). *Strong medicine: our prescription for change: 2006 annual review*. Retrieved August 31, 2007, from
<http://media.pfizer.com/files/annualreport/2006/annual/review2006.pdf>

In text citation:
(Pfizer, 2007)

Reasons for citing work:

- gives credit where credit is due
- allows others to find the source
- helps justify recommendations