Citation Guide

2008–09 ACADEMIC YEAR
# Table of Contents

About This Guide .................................................. 4
Purpose of Citations ............................................... 4
What to Cite .......................................................... 4

## Types of Citations: Footnotes, Source Lines, and Bibliographies

- Footnotes and Endnotes ........................................ 5
- Source Lines ...................................................... 5
- Bibliographies .................................................... 6

## Repeating a Citation

- Ibid. ................................................................. 6
- Shortened Footnote .............................................. 7

## Creating New Citation Styles

## Permission Requirements

## Examples of Citations

- Advertisements .................................................. 9
- Analyst Reports ................................................ 10
- Annual Reports (Printed) ................................... 10
- Annual Reports (Online) ..................................... 11
- Articles ......................................................... 11
- Blogs ............................................................. 12
- Bond Prospectuses ............................................. 13
- Books (Printed) ................................................. 13
- Books (Online) ................................................ 15
- Brochures ....................................................... 16
- Cases (Printed) ................................................ 17
- Cases (Online) ................................................ 17
- Charts ............................................................ 18
- Classroom Discussions .................................... 18
- Conference Papers .......................................... 18
- Databases ....................................................... 19
- E-mail ............................................................ 19
- Films ............................................................. 19
- Government Documents .................................... 20
- Illustrations .................................................... 21
- Interviews ...................................................... 21
- Journals ........................................................ 22
- Legal Cases ..................................................... 22
- Magazines ....................................................... 22
- Maps .............................................................. 22
- Marketing Reports .......................................... 23
- Memorandums ................................................ 23
- Movies .......................................................... 24
- News Web Sites ................................................. 24
- Newspapers (Printed) ....................................... 25
- Newspapers (Online) ....................................... 25
- Notes ............................................................. 26
<table>
<thead>
<tr>
<th>Periodicals (Printed)</th>
<th>26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Periodicals (Online)</td>
<td>27</td>
</tr>
<tr>
<td>Podcasts</td>
<td>27</td>
</tr>
<tr>
<td>Powerpoint Presentations</td>
<td>28</td>
</tr>
<tr>
<td>Press Releases</td>
<td>28</td>
</tr>
<tr>
<td>Proceedings</td>
<td>28</td>
</tr>
<tr>
<td>Radio Programs</td>
<td>29</td>
</tr>
<tr>
<td>SEC Filings</td>
<td>29</td>
</tr>
<tr>
<td>Secondary Sources</td>
<td>30</td>
</tr>
<tr>
<td>Slide Presentations</td>
<td>30</td>
</tr>
<tr>
<td>Tables</td>
<td>30</td>
</tr>
<tr>
<td>Technical Notes</td>
<td>31</td>
</tr>
<tr>
<td>Television Programs</td>
<td>31</td>
</tr>
<tr>
<td>Theses and Dissertations</td>
<td>31</td>
</tr>
<tr>
<td>Videos</td>
<td>32</td>
</tr>
<tr>
<td>Webcasts</td>
<td>32</td>
</tr>
<tr>
<td>Web Sites</td>
<td>33</td>
</tr>
<tr>
<td>Working Papers (Printed)</td>
<td>33</td>
</tr>
<tr>
<td>Working Papers (Online)</td>
<td>33</td>
</tr>
</tbody>
</table>

**Citations of Commercial Databases**

<table>
<thead>
<tr>
<th>ABI/ProQuest</th>
<th>34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloomberg</td>
<td>34</td>
</tr>
<tr>
<td>Business Source Complete</td>
<td>34</td>
</tr>
<tr>
<td>Capital IQ</td>
<td>34</td>
</tr>
<tr>
<td>Compustat</td>
<td>35</td>
</tr>
<tr>
<td>Datastream</td>
<td>35</td>
</tr>
<tr>
<td>Economist Intelligence Unit (EIU)</td>
<td>35</td>
</tr>
<tr>
<td>Euromonitor</td>
<td>35</td>
</tr>
<tr>
<td>Factiva</td>
<td>35</td>
</tr>
<tr>
<td>Forrester</td>
<td>35</td>
</tr>
<tr>
<td>Frost &amp; Sullivan</td>
<td>35</td>
</tr>
<tr>
<td>Gartner</td>
<td>35</td>
</tr>
<tr>
<td>Global Financial Data</td>
<td>35</td>
</tr>
<tr>
<td>Global Market Information Database (GMID)</td>
<td>35</td>
</tr>
<tr>
<td>Hoover’s</td>
<td>36</td>
</tr>
<tr>
<td>I/B/E/S</td>
<td>36</td>
</tr>
<tr>
<td>ISI Emerging Markets</td>
<td>36</td>
</tr>
<tr>
<td>JSTOR</td>
<td>36</td>
</tr>
<tr>
<td>Jupiter</td>
<td>36</td>
</tr>
<tr>
<td>LexisNexis</td>
<td>36</td>
</tr>
<tr>
<td>OneSource</td>
<td>36</td>
</tr>
<tr>
<td>SDC (Securities Data Company)</td>
<td>36</td>
</tr>
<tr>
<td>SourceOECD</td>
<td>37</td>
</tr>
<tr>
<td>Spectrum</td>
<td>37</td>
</tr>
<tr>
<td>Standard &amp; Poor’s (S&amp;P)</td>
<td>37</td>
</tr>
<tr>
<td>Thomson ONE Banker</td>
<td>37</td>
</tr>
<tr>
<td>Thomson Research</td>
<td>37</td>
</tr>
<tr>
<td>Thomson Research/Investext</td>
<td>37</td>
</tr>
<tr>
<td>World Development Indicators and Reports (WDI Online)</td>
<td>37</td>
</tr>
</tbody>
</table>

**URLs**

| 38 |

**Endnotes**

| 39 |

**Bibliography**

| 40 |
> About This Guide

This guide describes the citation conventions that HBS students should use when writing research papers. The guide has been adapted from Chapter 3 of the Style Guide for HBS Casewriters, which is available online at http://intranet.hbs.edu/dept/drfd/caseservices/styleguide.pdf. For information about citing source materials not covered in this guide, please contact rreiser@hbs.edu.

> Purpose of Citations

There are three main reasons to include citations in your papers:

• To give credit to the authors of the source materials you used when writing the paper.
• To enable readers to follow up on the source materials.
• To demonstrate that your paper is well-researched.

There are many ways to document one’s research. The following guidelines, based on The Chicago Manual of Style, 15th ed., present one method. Whichever method you choose, it is important to follow a format that is clear and consistent.

> What to Cite

You should cite all direct quotations, paraphrased factual statements, and borrowed ideas. The only items that do not need to be cited are facts that seem to be common knowledge, such as the date of the stock market crash. However, if you present facts in someone else’s words, you should cite the source of those words. In addition, if you paraphrase large amounts of information from one source, you should cite that source, as emphasized in Harvard University’s Expository Writing guidelines:

When you draw a great deal of information from a single source, you should cite that source even if the information is common knowledge, since the source (and its particular way of organizing the information) has made a significant contribution to your paper. \(^1\)

Failure to give credit to the words and ideas of an original author is plagiarism. Most people do not intend to commit plagiarism but may do so inadvertently because they are in a hurry or because of sloppy work habits. For tips on how to avoid plagiarism, see the following resources:


Types of Citations: Footnotes, Source Lines, and Bibliographies

Citations can appear in three main forms: footnotes (or endnotes), source lines, and bibliographies. Each form contains similar information arranged in a different way. The following sections provide details about each form.

Footnotes and Endnotes

Footnotes and endnotes have the same function—to cite the exact page of a source you refer to in your paper. The only difference between footnotes and endnotes is placement: footnotes appear at the bottom of the page, whereas endnotes appear at the end of the document.

The main characteristics of footnotes and endnotes are as follows:

• They are preceded by a number.
• The author’s name is in natural order.
• The elements of the citation are separated by commas.

The following examples show a quotation and its corresponding footnote or endnote:

Quotation cited in text
Sahlman says, “Taking advantage of arbitrage opportunities is a viable and potentially profitable way to enter a business.” 32

Corresponding footnote or endnote

Source Lines

Source lines typically appear under figures, tables, charts, and other graphics. Source lines should acknowledge the source of the graphic, or the data that was used to create it. A source line begins with the word Source and continues with the same information that would appear in a footnote or endnote.

The following are some examples of source lines:


Bibliographies

A bibliography lists all of the references you used to create a research paper. The bibliography appears at the end of the paper, after the endnotes, if any.

If you have included footnotes (or endnotes) and source lines in your paper, then you do not need to include a bibliography unless your professor has requested one.

Bibliographies have the following formatting conventions:

- The first author’s name is inverted (last name first), and most elements are separated by periods.
- Entries have a special indentation style in which all lines but the first are indented.
- Entries are arranged alphabetically by the author’s last name, or by the first word of the title if no author is listed.

Bibliographies typically appear in documents that use the author-date style of citation, which is not shown here for space reasons. The following is an example of the author-date style:

Reference in text:   (Calabrese and Loften, 2000)


For more information about the author-date style of citations, see chapters 16 and 17 in The Chicago Manual of Style, 15th. ed.

> Repeating a Citation

After the first complete citation of a work, you may abbreviate subsequent instances by using either Ibid. or a shortened form of the citation. See the following examples of each style.

Ibid.

Use Ibid. to repeat a footnote that appears immediately before the current footnote. Ibid. takes the place of the author’s name, the title of the work, and as much of the subsequent information as is identical. For example:


51 Ibid., p. 6.
Shortened Footnote

Use the shortened footnote style to repeat a note that is before, but not contiguous to, the current footnote.

The shortened note should include enough information to help readers identify the source—i.e., the last name of the author; enough of the title to be clear; and the page number, if different from the first. For example: ²


² [Citation of different source]

³ Morley, Poverty and Inequality, p. 43.

> Creating New Citation Styles

If you cannot find an example of the type of source material you want to cite, and if you have exhausted other resources (including The Chicago Manual of Style and reiser@hbs.edu), then just cite all of the details that would help a reader find the source easily. Think about the four “W”s: WHO created the work, WHAT is the title, WHEN was it published, and WHERE can one find it?

The following examples show citations that were created without templates but that are precise and easy to follow:


Author’s e-mail survey of students from MBA class of 2007, November 12–15, 2006, Harvard Business School, Boston, MA.

Caroline J. Ferguson and Barbara A. Schaal, “Phylogeography of Phlox pilosa subsp. ozarkana,” poster presented at the 16th International Botanical Congress, St. Louis, 1999. ³

David Hanson, “The Provenance of the Ruskin-Allen Letters (computer printout, Department of English, Southeastern University, 2001), p. 16. ⁴
When you are citing unusual source materials, don’t worry about following a particular format; instead, just list all of the details that would help readers locate the information quickly. It is always better to provide readers with too much rather than too little source information.

> **Permission Requirements**

If you plan to publish a paper or distribute it widely (e.g., on a Web site), and if the paper contains the following kinds of information, you may need permission from the copyright holder:

- Graphical items (charts, graphs, maps, photographs, tables, etc.)
- Complete text items (e.g., an entire article)
- Excerpts of text or data

Be sure to check the copyright holder’s permission requirements before redistributing any of their information outside the classroom.
Examples of Citations

This section shows examples of citations for the most common kinds of source materials. For information about citing other kinds of materials, see *Creating New Citation Styles* on p. 7, or contact reiser@hbs.edu.

A few notes about the examples:

- The term *periodical* refers to journals and magazines.
- For brevity, access dates in the examples show only the month and year (e.g., June 2003). If you are citing information that is updated frequently or pertains to a time-sensitive field such as medicine, then you might want to include complete access dates.
- Although Microsoft Word underlines URLs, the URLs in this guide are not underlined. This matches the standard style for URLs in printed publications and prevents the URLs from becoming active links. For more information, see *URLs* on p. 38.
- The following examples appear in alphabetical order, with one exception: When citations are shown for both printed and online formats, the examples for printed format appear first.

> Advertisements

**Television**


**Bibliography**


Arnold Communications, Inc., directed by Phil Morrison, 2002.

**On the Web**


**Bibliography**


Arnold Communications, Inc., directed by Phil Morrison, 2002.

Examples of Citations – continued

> Analyst Reports

Signed (on the Web)  Footnote  

Bibliography

Unsigned  Footnote  

Unsigned (database)  Footnote  

> Annual Reports (Printed)

Printed  Footnote  
3 General Motors, 2001 Annual Report (Detroit: General Motors, 2002), p. 34.

Bibliography

Note: Publication details, such as the location and name of publisher, are optional in citations of annual reports. These publication details have been omitted in the following examples of online annual reports.
> Annual Reports (Online)

**On the Web (company Web site)**


**Bibliography**


---

**On the Web (database)**


**Bibliography**


---

**CD-ROM (LaserD)**


**Bibliography**


---

> Articles

See *Newspapers* and *Periodicals*.
Examples of Citations – continued

> Blogs

<table>
<thead>
<tr>
<th>Blog entry or post</th>
<th>Footnote</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Comment on blog entry or post</th>
<th>Footnote</th>
</tr>
</thead>
</table>

**Bibliography**


<table>
<thead>
<tr>
<th>Blog entry or post</th>
<th>Footnote</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Comment on blog entry or post</th>
<th>Footnote</th>
</tr>
</thead>
</table>

**Bibliography**

> **Bond Prospectuses**

**Footnote**
9 Formula One Finance B.V., August 1999 prospectus for US$1.4 billion of 100% Secured Floating Rate Notes, due 2010.

**Bibliography**
Formula One Finance B.V. August 1999 prospectus for US$1.4 billion of 100% Secured Floating Rate Notes, due 2010.

---

> **Books (Printed)**

**One author**

**Footnote**

**Bibliography**

---

**Two authors**

**Footnote**

**Bibliography**

---

**Three authors**

**Footnote**

**Bibliography**
Books (Printed) – continued

More than three authors

Footnote

Bibliography

Editor

Footnote

Bibliography

Multiple editors

Footnote

Bibliography

Corporate author (company or association)

Footnote

Bibliography

**Bibliography**


**Bibliography**


**Bibliography**


**Bibliography**

Examples of Citations – continued

> Brochures

Signed

Footnote


Bibliography


Unsigned

Footnote


Bibliography


Footnote


Bibliography


Footnote


Bibliography

> Cases (Printed)

**Footnote**

**Bibliography**

> Cases (Online)

**Footnote**

**Bibliography**

**Footnote**

**Bibliography**
Examples of Citations – continued

> Charts

Note: When citing a chart, illustration, or other graphical item, use the same style that is used to cite tables. See Tables.

> Classroom Discussions

Live classes

Footnote

Bibliography

> Conference Papers

Published (in printed form)

Footnote

Bibliography

Published (in online form)

Footnote

Bibliography
Unpublished Footnote

Bibliography

> Databases

For examples of how to cite information from databases, see Citations of Commercial Databases on p. 34.

> E-Mail

Footnote

Bibliography

Note: The Chicago Manual of Style says the following about e-mail addresses in citations: “An e-mail address belonging to an individual should be omitted. Should it be needed in a specific context, it must be cited only with the permission of its owner.” 6

> Films

See Movies, Videos, Webcasts.
Examples of Citations – continued

> Government Documents

**Congressional bills**

[Footnote]


**Congressional hearings**

(federal), unpublished

[Footnote]


**Bibliography**


**Congressional hearings**

(federal), published

[Footnote]


**Note:** According to the *Chicago Manual of Style*, “[B]ills or resolutions originating in the House of Representatives are abbreviated HR or HR Res., and those originating in the Senate, S or S Res. (all in roman). The title of the bill is italicized; it is followed by the bill number, the congressional session, and (if available) publication details in the *Congressional Record*.”

**Report of U.S. presidential commission**

(published online)

[Footnote]


**Bibliography**

Testimony before congressional committee (published in online and printed form)

Footnote

(Also available in print as GAO-05-350T (Washington, DC: Government Printing Office, 2005).)

For more examples of how to cite government documents, see *The Chicago Manual of Style*, 15th ed.

> Illustrations

**Note:** When citing a chart, illustration, or other graphical item, use the same style that is used to cite tables. See *Tables*.

> Interviews

**Television**

Footnote

**Bibliography**

**Published or recorded**

Footnote

**Bibliography**

**Unpublished**

Footnote

**Bibliography**
Examples of Citations – continued

> Journals

See Periodicals.

> Legal Cases

<table>
<thead>
<tr>
<th>Source</th>
<th>Footnote</th>
</tr>
</thead>
</table>

For more examples of legal citations, see the following resources:

- *Introduction to Basic Legal Citation*, ed. Peter W. Martin (Cornell Law School, Legal Information Institute, 2007), http://www.law.cornell.edu/citation/.

> Magazines

See Periodicals.

> Maps

<table>
<thead>
<tr>
<th>Source</th>
<th>Footnote</th>
</tr>
</thead>
</table>

Bibliography

### Public domain maps

**Footnote**


**Bibliography**


### Copyrighted maps

**Source line**


**Bibliography**

Graphic Maps, a d/b/a of the Woolwine-Moen Group. © 2007 Graphic Maps.


**Note:** The wording of citations for copyrighted information will vary according to each copyright holder’s requirements.

---

### Marketing Reports

**Footnote**


**Bibliography**


---

### Memorandums

**Footnote**

49 Harold Lehman to Runako Gregg, memorandum regarding [subject], [date], [company], from [source of memorandum].

**Bibliography**

Lehman, Harold, to Runako Gregg. Memorandum regarding [subject], [date], [company]. [Source of memorandum].
### Examples of Citations – continued

#### Movies

<table>
<thead>
<tr>
<th>Movie</th>
<th>Footnote</th>
<th>Bibliography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie (on DVD)</td>
<td>Footnote</td>
<td>See also Videos; Webcasts.</td>
</tr>
<tr>
<td>Footnote</td>
<td><em>Jerry McGuire,</em> directed by Cameron Crowe (Columbia/TriStar Pictures, 1996; Sony Pictures, Special Edition DVD, 2002).</td>
<td></td>
</tr>
</tbody>
</table>

#### News Web Sites

<table>
<thead>
<tr>
<th>Signed</th>
<th>Footnote</th>
<th>Bibliography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsigned</td>
<td>Footnote</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:** In a bibliographic entry for an unsigned article, the name of the news organization (e.g., CBS News) should stand in place of the author. Names of news Web sites (e.g., Reuters, CBS News) should appear in roman (vs. italic) type.
### Newspapers (Printed)

<table>
<thead>
<tr>
<th>Signed newspaper article (in special section)</th>
<th>Footnote</th>
<th>Bibliography</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Unsigned newspaper article</th>
<th>Footnote</th>
<th>Bibliography</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Unsigned newspaper editorial (without title)</th>
<th>Footnote</th>
<th>Bibliography</th>
</tr>
</thead>
</table>

**Note:** In a bibliographic entry for an unsigned newspaper article, the name of the newspaper should stand in place of the author). 

### Newspapers (Online)

<table>
<thead>
<tr>
<th>Article from online newspaper</th>
<th>Footnote</th>
<th>Bibliography</th>
</tr>
</thead>
</table>
Examples of Citations – continued

> Notes

HBS technical notes are often referred to as notes. When citing notes, follow the style that is used to cite cases.

> Periodicals (Printed)

**Signed articles**

**Footnote**


**Bibliography**


**Footnote**


**Bibliography**


**Unsigned articles**

**Footnote**


**Bibliography**


**Footnote**


**Bibliography**

“Choosing the Right Nursing Home.” *Family Health* 10 (September 1978): 8–10.
> Periodicals (Online)

Article from online journal


Bibliography


Article from online magazine


Footnote


> Podcasts

Note: In this guide, “podcast” refers to an audio file and “webcast” to a video file. Citations of podcasts and webcasts are similar to citations of Web sites.

As the following examples show, some Web sites use the term “podcast” or “webcast” and others specify the file type, such as “audio” or “video.”

See also Webcasts.

Footnote


Footnote

Examples of Citations – continued

> **Podcasts** – continued

**Footnote**

**Note:** If no author is listed for a publication issued by an organization or corporation, then the organization should be listed as the author (in bibliographic entries).

---

**Powerpoint Presentations**

See **Slide Presentations**.

---

**Press Releases**

**Printed**

**Footnote**

**Bibliography**


**On the Web**

**Footnote**

**Bibliography**


---

> **Proceedings**

See **Conference Papers**.
Radio Programs

Footnote

Bibliography

Footnote

Note: See also Podcasts.

SEC Filings

Footnote


Bibliography

Examples of Citations – continued

> Secondary Sources

Note: It is best to consult an original source whenever possible. If the original source is unavailable, however, use the following style. (In the examples below, the Zukofsky article is the original source.)

Footnote

Bibliography

> Slide Presentations

Footnote

Bibliography

> Tables

Data from a table
Source line

Bibliography

Data from text (for a table)
Source line

Bibliography
Entire table
(or other graphical item)

**Source line**
Source: Michael E. Porter, *Competitive Strategy* (New York: The Free Press, 1998) p. 73, Figure 3–4. Used with permission from The Free Press.

**Bibliography**

---

> **Technical Notes**

HBS technical notes are often referred to as *notes*. When citing notes, follow the style that is used for cases.

---

> **Television Programs**

**Footnote**

**Bibliography**

---

> **Theses and Dissertations**

**Footnote**

**Bibliography**
Examples of Citations – continued

> Videos


> Webcasts

**Note:** In this guide, “podcast” refers to an audio file and “webcast” to a video file. Citations of podcasts and webcasts are similar to citations of Web sites.

As the following examples show, some Web sites use the term “podcast” or “webcast” and others specify the file type, such as “audio” or “video.”


Bibliography


See also *Videos*. 
> **Web Sites**

<table>
<thead>
<tr>
<th>Company</th>
<th>Web site</th>
<th>Footnote</th>
</tr>
</thead>
</table>

**Bibliography**


> **Personal Web site**

<table>
<thead>
<tr>
<th>Web site</th>
<th>Footnote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nathan Shedroff</td>
<td><a href="http://www.nathan.com/">http://www.nathan.com/</a>, accessed August 2007.</td>
</tr>
</tbody>
</table>

**Bibliography**


See also Blogs; Podcasts; Webcasts.

> **Working Papers (Printed)**

<table>
<thead>
<tr>
<th>Printed</th>
<th>Footnote</th>
</tr>
</thead>
</table>

**Bibliography**


**Note:** The copyright holder for academic working papers is typically the author.

> **Working Papers (Online)**

<table>
<thead>
<tr>
<th>On the Web</th>
<th>Footnote</th>
</tr>
</thead>
</table>

**Bibliography**

This section shows how to cite information from commercial databases. A few notes about the examples:

- Brackets [...] indicate variables to be supplied by the writer. For example, [Description of information] should be replaced by the author’s name, the title of work, date, publisher, and any other details that would help a reader find the information.

- The following citations refer to information owned by database vendors as well as other information providers. When you cite information from databases, remember to mention both the copyright holder/owner of the information as well as the entity that made the information available. In addition, if you want to distribute the information outside the classroom, you should contact the copyright holder, which may be a different entity than the information provider. **Be sure to check the copyright holder’s requirements before distributing any of their information outside the classroom.**

- URLs are optional in database citations. If you include them, use only the briefest form which points to the main page of the database.

- The following examples cover the most frequently used databases at Baker Library. To cite other databases, try to adapt these examples, or contact rreiser@hbs.edu.

### ABI/ProQuest

**Generic Example**

Source: [Description of information — e.g., author, title, publisher, date, etc.], via ProQuest, ABI/Inform, www.proquest.com, accessed [month/year].

**Specific Example**


### Bloomberg

**Information Owned by Bloomberg**

Source: Bloomberg LP, accessed [month/year].

**Other Information**

Source: [Description of information], via Bloomberg LP, accessed [month/year].

### Business Source Complete

Source: [Description of information], Business Source Complete, via EBSCO.

### Capital IQ (see Standard & Poor’s)
<table>
<thead>
<tr>
<th>Source Description</th>
<th>Access Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compustat</strong> *(see <em>Standard &amp; Poor’s</em>)</td>
<td>Thomson Datastream, accessed [month/year].</td>
</tr>
<tr>
<td><strong>DataStream</strong></td>
<td>Thomson Datastream, accessed [month/year].</td>
</tr>
<tr>
<td><strong>Information Owned by Datastream</strong></td>
<td>Thomson Datastream, accessed [month/year].</td>
</tr>
<tr>
<td><strong>Other Information</strong></td>
<td>Thomson Datastream, accessed [month/year].</td>
</tr>
<tr>
<td><strong>Economist Intelligence Unit (EIU)</strong></td>
<td>Economist Intelligence Unit, [Description of information — e.g., <em>EIU Country Data</em> or <em>EIU Country Report</em>, author, title, date, etc.], <a href="http://www.eiu.com">www.eiu.com</a>, accessed [month/year].</td>
</tr>
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<td><strong>Euromonitor (see Global Market Information Database)</strong></td>
<td>Euromonitor, accessed [month/year].</td>
</tr>
<tr>
<td><strong>Factiva</strong></td>
<td>[Description of information], via Factiva, accessed [month/year].</td>
</tr>
<tr>
<td><strong>Forrester</strong></td>
<td>Forrester Research, Inc., accessed [month/year].</td>
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<tr>
<td><strong>Frost &amp; Sullivan</strong></td>
<td>Frost &amp; Sullivan, accessed [month/year].</td>
</tr>
<tr>
<td><strong>Gartner</strong></td>
<td>Gartner, Inc., accessed [month/year].</td>
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<tr>
<td><strong>Graphics:</strong></td>
<td>Gartner, Inc., accessed [month/year].</td>
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## Citations of Commercial Databases – continued

### Hoover’s
**Information Owned by Hoover’s**
Source: [Description of information], Hoover’s, Inc., www.hoovers.com, accessed [month/year].

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### I/B/E/S

### Investext (see Thomson Research — Investext Research Bank)

### ISI Emerging Markets
**Information Owned by ISI**

**Other Information**

### JSTOR
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OneSource Business Browser, OneSource Information Services, Inc., accessed [month/year].

**Other Information**
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Source: [Description of information], SDC Platinum, a Thomson Financial product, accessed [month/year].
SourceOECD
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Compustat Data via WRDS
Source: Standard & Poor’s Compustat® data, accessed [month/year].

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Source: [Description of information], Thomson ONE Banker, accessed [month/year].

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Source: [Description of information], Thomson Research, accessed [month/year].

Thomson Research — Investext Research Bank
Information Owned by Thomson
Source: Thomson Research/Investext, accessed [month/year].

Other Information
Source: [Description of information], via Thomson Research/Investext, accessed [month/year].

World Development Indicators and Reports (WDI Online)
Source: World Development Indicators database, accessed [month/year].
Microsoft Word automatically converts URLs to active links. This can make it difficult to edit the surrounding text without activating the links. To prevent this problem in printed documents, use the following procedure.

**To deactivate an active link:**

1. In a Word document, right-click on the link.
2. Choose “Remove Hyperlink.”
Endnotes


3 Ibid., section 17.216.

4 Ibid., section 17.213.


7 Ibid., section 17.309.

8 Ibid., section 17.307.

9 Ibid.

10 Ibid., section 17.309.


13 Ibid., section 17.285.

14 Ibid., section 17.286.

15 Ibid., section 17.47.

16 Ibid., section 17.192.

17 Ibid., section 17.47.

18 Ibid., section 17.274.

19 Ibid.

Bibliography


