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REFERENCES

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GENERAL CITATION GUIDELINES

Books

Author's First and Last Name, *Title of Book: Subtitle of Book*, Edition Number (Place of Publication: Publisher's Name, Year of Publication), Page Number(s). For book chapters, be sure to include the chapter title and number, as well as the applicable page ranges (see the bottom two examples).

- Horst Rechelbacher, *Minding Your Business: Profits That Restore the Planet* (San Rafael, CA: Earth Aware Editions, 2008), 119.
- Jim Collins and Jerry I. Porras, *Built to Last: Successful Habits of Visionary Companies*, 3rd ed. (New York, NY: Harper Business, 2002), 5–6.
- Peter C. Bell and Gregory S. Zaric, "Predictive Modelling," chap. 5 in *Analytics for Managers with Excel*, 1st ed. (New York, NY: Routledge, 2013), 131–165.
- David Poole, "Vectors," "Matrices," and "Eigenvalues and Eigenvectors," chap. 1, chap. 3, and chap. 4 in *Linear Algebra: A Modern Introduction*, 3rd ed. (Toronto, ON: Brooks/Cole Cengage Learning, 2011), 1–61, 142–262, and 264–375.

Cases and Supplemental Materials (Teaching Notes, Technical Notes, etc.)

Author's First and Last Name, *Case Title* (Place of Publication: Publisher's Name, Year of Publication), Page Number(s). [Available from Ivey Publishing,] Product Number.

- Ilan Alon and Meredith Lohwasser, *The Espresso Lane to Global Markets* (London, ON: Ivey Publishing, 2012), 8. Available from Ivey Publishing, product no. 9B12M058.
- Mark E. Haskins, *CEO Oath of Office: Yes or No?* (Charlottesville, VA: Darden Business Publishing, 2014). Available from Ivey Publishing, product no. UVAG0637.
- Mihir A. Desai, Suzanne Antoniou, and Leanne Fan, *The Tulsa Massacre and the Call for Reparations* (Boston, MA: Harvard Business Publishing, 2015). Product no. 221039.

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Corporate Documents

Author's First and Last Name or Name of Organization, *Title of Report/Document* or Document Type, Date of Publication, Page Number(s), [if no date of publication: accessed Access Date], URL.

- IKEA Canada, *Summary Report 2015*, November 3, 2015, 5, http://www.ikea.com/ms/en_CA/pdf/yearly_summary/IKEA_Canada_Summary_Report_2015.pdf.

Databases

Company Name, "Title or Descriptive Information," Database, accessed Access Date.

- Apple Inc., "Stock Prices of Shares for Apple Inc.," Bloomberg LP, accessed January 21, 2016.
- Tesla Motors Inc., "Form 10-K for the Fiscal Year Ended December 31, 2018," EDGAR Online, accessed January 21, 2016.
- Rolls Royce PLC, "Market Performance 2010-2015," Thomson Reuters Datastream, accessed January 21, 2016.

Journal Articles

Author's First and Last Name, "Title of Article: Subtitle of Article," *Title of Journal* Volume Number, Issue Number (Month or Season and Year, or Year): Page Number(s), DOI or URL.

- John H. Dunning, "Towards an Eclectic Theory of International Production: Some Empirical Tests," *Journal of International Business Studies* 11, no. 1 (1980): 9–31, <http://www.palgrave-journals.com/jibs/journal/v11/n1/pdf/8490593a.pdf>.

Magazines

Author's First and Last Name, "Title of Article: Subtitle of Article," *Magazine Name*, Date of Article, Page Numbers, URL (if consulted online).

- Arthur C. Brooks, "AEI's President on Measuring the Impact of Ideas," *Harvard Business Review*, March/April 2018, 37–42.
- Carter Cast, "How Brilliant Careers Are Made—and Unmade," *Rotman Management*, Fall 2018, 19–24.

Newspapers

Author's First and Last Name, "Title of Article: Subtitle of Article," *Newspaper Name*, Date of Article, Page Numbers, URL (if consulted online).

- Marcus Gee, "Hold On to Your Hats, Ontario: Expect a Wild Ride under Doug Ford," *Globe and Mail*, June 7, 2018, <https://www.theglobeandmail.com/canada/article-hold-on-to-your-hats-ontario-expect-a-wild-ride-under-doug-ford>.

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Social Media Content

Author's First and Last Name (screen name in parentheses if applicable), "Quote up to the first 160 characters of the post," Type of Media or Media Platform, Date of Post, URL.

- Pete Souza (@petesouza), "President Obama bids farewell to President Xi of China at the conclusion of the Nuclear Security Summit," Instagram, April 1, 2016, <https://www.instagram.com/p/BDrmfXTtNct>.

Websites, Blogs, and Other Online Sources

Author's First and Last Name (if the author's name is provided, such as with a blog post), "Title of Specific Web Page or Article," Title of Website or Title of Publishing Source, Date of Publication [if no date of publication: last modified Modification Date; if no dates available: accessed Access Date], URL.

- "Privacy Notice," Whole Foods Market, December 31, 2019, <https://www.wholefoodsmarket.com/site-information/privacy-notice>.
- Jon Erlichman, "Toronto-Based MindBeacon Plans for \$50-Million IPO," Bloomberg, December 8, 2020, <https://www.bnnbloomberg.ca/toronto-based-mindbeacon-plans-for-50-million-ipo-1.1533346>.
- "Home Page," Microsoft, accessed December 9, 2020, <https://www.microsoft.com/en-ca>.

Videos

YouTube Video:

Creator's First and Last Name (if known), "Title of Video," Date Posted, YouTube video, Total Runtime, URL (taken from the video's "Share" option).

- "Bonds vs. Stocks | Stocks and Bonds | Finance & Capital Markets | Khan Academy," February 2, 2009, YouTube video, 9:20, <https://youtu.be/rs1md3e4aYU>.

Podcasts:

Author's or Creator's First and Last Name, "Title," Date of Publication, in Title (of podcast), produced by Producer's First and Last Name, podcast, audio type, total runtime, URL.

- Matt Quin, "Eli Lilly in India: Rethinking the Joint Venture Strategy," December 3, 2020, in Ivey Decision Point, produced by Ivey Publishing, podcast, MP3 audio, 28:46, <https://www.ivey.uwo.ca/publishing/podcast/2020/12/eli-lilly-in-india-rethinking-the-joint-venture-strategy>.

Interviews

Interviewee (position, organization), in discussion with the Interviewer's First and Last Name (or "case author"), Date.

- Jane Doe (chief executive officer, X Company), in discussion with the case author, April 1, 2020.