

APA for Business

A bibliography/works cited page in APA is titled simply “References.” All entries are double spaced. Each citation on the reference list is indented five spaces after the first line. Book titles and web site titles are italicized, with only the first word and any names capitalized.

Print Sources

Pederson, J. P. (Ed.). (2003). *International directory of company histories* (Vol. 54). Detroit: St. James.

If the publisher is also the author, you may state this, or leave the author field blank, at your discretion:

Standard Rate & Data Service. (2003). *Lifestyle market analyst*. Des Plaines, IL:

Author.

Industry norms and key business ratios. (2001-2002). Bethlehem, PA: Dun & Bradstreet.

Some reference works are serial publications, and should be cited as a journal:

Natural gas. (2003, May 15). *Standard & Poor's industry surveys*, 171 (20), section 1, 1-43.

Electronic Sources

APA asks that citations of electronic documents accomplish two things:

1. Direct readers as closely as possible to the information being cited; whenever possible, reference specific documents rather than home pages.
2. Provide addresses (URLs) that work.

How do I cite an annual report from a company's web site?

Hershey Foods Corporation (2001, March 15). 2001 Annual Report. In *Hershey's* [company home page]. Retrieved March 5, 2002, from <http://www.hersheysannualreport.com/2000/index.htm>

How do I cite from a free searchable database like Hoovers.com or SEC EDGAR?

Hoover's, Inc. (2002). *Hershey Foods Corporation company capsule*. Retrieved June 6, 2002, from Hoover's Online database: <http://www.hoovers.com/co/capsule/2/0,2163,10722,00.html>

Hershey Foods Corporation (2001). *10 K annual report*. Retrieved June 6, 2002, from SEC Edgar database: <http://www.sec.gov/Archives/edgar/data/47111/000004711101500079/00047111-01-500079.txt>

See p. 278-279 of the *APA Publication Manual* for details.

How do I cite from well-known subscription databases like LexisNexis Academic and Business and Company ASAP?

In the case of recognized subscription databases, APA does not require a page-specific URL. Instead, it asks simply for the name of the database.

Here are some examples:

Hoovers, Inc. (2002). *Hershey Foods Corporation* [company overview]. Retrieved March 25, 2002, from Hoover's Company Profile database in the Lexis-Nexis Academic database [subscription].

Brown, J. H. (2001). Cocoa and chocolate. *Business History* 43(1), 173+. Retrieved February 26, 2002, from Business & Company ASAP database [subscription].

Here is a weekly magazine article from the Business and Company ASAP database, without an author. It is alphabetized in the bibliography by name of article:

Hershey Q2 results. (2001, August 2). *Eurofood*, p. 3. Retrieved March 23, 2002, from Business & Company ASAP database [subscription].

Here's one from Mergent Online:

Mergent, Inc. (2002). *Hershey Foods Corp.* [annual income statement]. Retrieved March 21, 2002, from Mergent Online database [subscription].

See p. 278 of the *APA Publication Manual* for details.

How do I cite from a CD-ROM like Simmons National Consumer Survey?

Simmons Market Research Bureau. (2000). *Simmons national consumer survey* [Data file]. New York: Author.

In-text Parenthetical Citation

APA advises use of parentheses in place of footnotes. The basic components of parenthetical citation in APA are author and date for general reference, and author, date and page number for specific reference:

(Smith, 2002, p. 73)

If a page number is not given (i.e. a web document) then APA encourages the designation of paragraph numbers or section name and paragraph numbers, as in:

(Gerard, 1999, Discussion section, para. 1)

If the same author is responsible for more than one publication and the dates of publication are different, these dates are all that is needed to distinguish between publications in the bibliography. However, if the publications are by the same author and are published in the same year, assign a,b,c to the dates of each publication, as in:

(Smith, 2001a, p. 17)

(Smith, 2001b, p. 15)

(Smith, 2001c, p. 73)

Note: the letters a,b,c. etc. should appear in the bibliography as well. Here is a reference to an article without an author or clear page references:

(Hershey Q2 results, 2001, para. 5)

Here is a cite of a corporate author:

(Hershey Foods Corporation, 2002)

Here are parenthetical citations of two documents by the same corporate author:

(Hoover's, *Hershey Company Capsule*, 2002)

(Hoover's, *Hershey Financials*, 2002)

See p. 207 in *APA Publication Manual* for details.

For more information, consult:

American Psychological Association. (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, D.C.: Author. [Kept at Trexler Library's reference desk.]

American Psychological Association. (2001). *APA style – electronic references*.

Retrieved May 16, 2002, from <http://www.apastyle.org/eleceref.html>

Bedford St. Martin's. (2002). *Using principles of APA style to cite and document sources*. Retrieved May 16, 2002, from

<http://www.bedfordstmartins.com/online/cite6.html>

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