This guide follows the 17th 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.*


- **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.

### Annual Reports

#### Company Websites

**Endnote/Footnote**


**Bibliography**


#### Mergent Online

**Endnote/Footnote**


**Bibliography**


#### SEDAR

**Endnote/Footnote**


**Bibliography**


### Articles (Online)

#### Journal Articles

**Endnote/Footnote**


**Bibliography**


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<th>Magazine Articles from Library Databases</th>
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**Bibliography**


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### Four to Ten Authors

Endnote/Footnote


**Bibliography**


### Chapter or Titled Part of a Book

Endnote/Footnote


**Bibliography**


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### Books (Online)

**From Library Databases**

Endnote/Footnote


**Bibliography**


**From the Web**

Endnote/Footnote


**Bibliography**

Case Studies

Distributed in Class Endnote/Footnote

Bibliography

Company Profiles

Business Source Complete Endnote/Footnote

Bibliography

Mergent Online Endnote/Footnote

Bibliography

Passport Endnote/Footnote

Bibliography

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.

**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.

### Industry Reports

#### Business Source Complete

**Endnote/Footnote**


**Bibliography**


#### Mergent Online

**Endnote/Footnote**


**Bibliography**


#### Passport

**Endnote/Footnote**


**Bibliography**


### 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**


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

Endnote/Footnote 29. David Williams, telephone conversation with team member, Linda Jones, November 2, 2016.


Bibliography


Bibliography


Bibliography


Bibliography


Statistical Sources

Census Program
Statistics Canada

Endnote/Footnote


Bibliography


Data Tables
Statistics Canada

Endnote/Footnote

Bibliography

SimplyAnalytics

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.
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


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


Bibliography


Corporate Reports

Endnote/Footnote


Bibliography


Online Documents

Endnote/Footnote


Bibliography


Web Pages

Endnote/Footnote


Bibliography