

American Marketing Association Journals Reference Style Examples

Book

Cateora, Philip R. (1996), *International Marketing*, 2nd ed. Chicago: Richard D. Irwin.

Menard, Scott (1995), *Applied Logistic Regression Analysis*. London: SAGE Publications.

Kendall, Maurice, and Alan Stuart (1979), *The Advanced Theory of Statistics*, Vol. 2. London: Griffin.

Journal Article

Gilovich, Thomas, Victoria Husted Medvec, and Daniel Kahneman (1998), “Varieties of Regret: A Debate and Partial Resolution,” *Psychological Review*, 105 (3), 602–605.

Simonson, Itamar (1989), “Choice Based on Reasons: The Case of Attraction and Compromise Effects,” *Journal of Consumer Research*, 16 (September), 158–74.

Simonson, Itamar, Allen M. Weiss, and Shantanu Dutta (1999), “Marketing in Technology-Intensive Markets: Toward a Conceptual Framework,” *Journal of Marketing*, 63 (Special Issue), 78–91.

NOTE: In a departure from our previous style, we now use a slash (/) to separate months or issue numbers when they are combined, rather than an en dash (–):

Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2003), “Consumer Acceptance of Online Agent Advice: Extremity and Positivity Effects,” *Journal of Consumer Psychology*, 13 (1/2), 161–70.

Articles in Advance

(CMS 24:182 with AMA style): If an article is published by a journal electronically ahead of the official publication date, use the posted publication date. In such cases, information about pagination may not yet be available. Use DOI, like this:

Black, Steven (2008), “Changing Epidemiology of Invasive Pneumococcal Disease: A Complicated Story,” *Clinical Infectious Diseases* 47 (published electronically July 14), DOI:10.1086/590002.

OR ...*Clinical Infectious Diseases*, forthcoming, DOI:10.1086/590002.

Online Journal

Sheehan, Kim Bartel (2004), “How Public Opinion Polls Define and Circumscribe Online Privacy,” *First Monday*, 9 (July), <http://firstmonday.org/nextissue/sheehan/index.html>.

Magazines/Newspapers

Levine, J. (1997), “Liberté, Fraternité—But to Hell with Egalité!” *Forbes*, 159 (11), 80–89.

The Economist (1999), “Business: Infatuation’s End,” (September 25), 71–73.

Welles, G. (1986), “We’re in the Habit of Impulsive Buying,” *USA Today* (May 21), 1.

The Wall Street Journal (1997), “U.S. School Wins French Web Suit,” (June 10), 12A.

Two or More Works by Same Author(s) in Different Years

10/5/16 UPDATE: Beginning with the 2017 volume, we will no longer use 3-em dashes to replace any author names. Spell out all names on each occurrence.

Cavusgil, S. Tamer, and Shaoming Zou (1994), “Marketing Strategy–Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures,” *Journal of Marketing*, 58 (January), 1–21.

Cavusgil, S. Tamer, Shaoming Zou, and G.M. Naidu (1993), “Product and Promotion Adaptation in Export Venture: An Empirical Investigation,” *Journal of International Business Studies*, 24 (3), 479–506.

Two or More Works by Same Author(s) in the Same Year

Publications by the same author(s) in the same year are lettered to distinguish them. Note that the entries are arranged alphabetically.

Marketing Magazine (2000a), “Does Marketing Make a Good Life Better?” (January 2), A4.

Marketing Magazine (2000b), “Marketing Does Make a Good Life Better,” (January 3), A5.

Association/Organization as Author

Australian Bureau of Statistics (2002), *International Trade in Goods and Services*. Canberra: Australian Bureau of Statistics.

Marketing Science Institute (2002), *Research Priorities: A Guide to MSI Research Programs and Procedures, 2002–2004*. Cambridge, MA: Marketing Science Institute.

Part of Edited or Translated Work

Benjamin, Walter (1973), “Theses on the Philosophy of History,” in *Illuminations*, Harry Zohn, trans. London: Fontana, 245–55.

Nagle, Thomas T. and Kenneth Novak (1988), “The Role of Segmentation and Awareness in Explaining Variations in Price Markups,” in *Issues in Pricing: Theory and Research*, Timothy M. DeVinney, ed. Toronto: Lexington Books, 313–32.

Burroughs, James E. (1996), “Product Symbolism, Self Meaning, and Holistic Matching: The Role of Information Processing in Impulsive Buying,” in *Advances in Consumer Research*, Vol. 23, Kim P. Corfman and John G. Lynch Jr., eds. Provo, UT: Association for Consumer Research, 463–69.

Chapter Cited

Dubin, Jeffrey A. (1998), “The Demand for Branded and Unbranded Products: An Econometric Method for Valuing Intangible Assets,” in *Studies in Consumer Demand: Econometric Methods Applied to Market Data*, Chap.4. Norwell, MA: Kluwer Academic Publishers, 140–200.

Press/News Release

Brady Campaign to Prevent Gun Violence (2005), “Gun Seller Immunity Bill: Shameful Special Interest Giveaway,” news release (March 15).

Monographs

Thompson, Ross A. (1994), "Emotion Regulation: A Theme in Search of Definition," in *Monographs of the Society for Research in Child Development*, Vol. 59, No. 2–3, Nathan A. Fox, ed. Chicago: University of Chicago Press, 25–52.

Research Reports

Li, Larry, and Tom Gleave (1998), "Longxi Machinery Works—Quality Improvement (A)," Case No. 9A98D001. London: Ivey Management Services.

Scott-Lewis, David (2001), "Strategic Sourcing + Reverse Auctioning: A Dynamic Duo – Part 1," Research Report No. 1109, Meta Group (September 7).

Friedman, Jamie, Thomas P. Berquist, Chris Debiase, Steven Kahl, and Cheng Lim (2001), "Technology: B2B Software," research report, Goldman Sachs (February 23).

Friedman, Jamie, and Edward G. Michaels (1988), "A Business Is a Value Delivery System," staff paper, McKinsey & Company.

Unpublished

Chung, Henry F.L. (1999), "Analysis of Market Entry Strategies by New Zealand Companies Doing Business with Taiwan," doctoral dissertation, Department of Marketing and International Business, School of Management, University of Waikato, Hamilton, New Zealand.

Dellarocas, Chrysanthos (2001), "Building Trust Online: The Design of Reliable Reputation Reporting Mechanisms for Online Trading Communities," working paper, Sloan School of Management, Massachusetts Institute of Technology.

Kwerel, Evan, and John Williams (2002), "A Proposal for a Rapid Transition to Market Allocation of Spectrum," Working Paper No. 38, Office of Plans and Policy, Federal Communications Commission.

Newswire

Knight Ridder/Tribune Business News (2002), "Spam E-Mails Prove Costly to Businesses, Casual Internet Users," *CNN IndustryWatch* (January 6), <http://cnniw.yellowbri...87981&ID=cnniw&scategory=Internet&>.

Websites

National Cable & Telecommunications Association (2002), "Industry Statistics" (accessed June 28, 2002), http://www.ncta.com/industry_overview/indStat.cfm?indOverviewID=2.

Smith, Julie (2004), "I Am a Marketer," (accessed June 26, 2004), <http://www.marketingscool.com>.

Presentation/Discussion

Lewis, Christine J. (1999), "Harmonization, Mutual Recognition, and Equivalence: Labeling and Nutritional Requirements—How Much Information Is Necessary?" paper presented at Food and Agriculture Organization's Conference on International Food Trade Beyond 2000: Science-Based Decisions, Harmonization, Equivalence and Mutual Recognition, Melbourne, Australia (October 11–15).

Zedillo, Ernesto (2002), discussion notes from "Development Opportunities from Doha," a session within the Doha Development Agenda and Beyond, Geneva (April 29–May 1).

Personal Correspondence

Bauman, Karl E. (1997), Personal correspondence regarding "A Study of Cigarette Smoking Behavior Among Youth: Adolescent Questionnaire," School of Public Health, Department of Maternal and Child Health, University of North Carolina, Chapel Hill.

Smith, Jane (2004), Personal email correspondence with Chief Executive Officer, The Best Co., regarding consumer preferences (June 19).

U.S. Government (Various)

Minnesota Department of Health (1991), Minnesota Tobacco-Use Prevention Initiative 1989–1990: A Report to the 1991 Legislature. Minneapolis: Minnesota Department of Health.

Department of Commerce (2000), “Information Services, Chapter 26,” *U.S. Industry and Trade Outlook 2000*. Washington, DC: National Technical Information Service.

U.S. Copyright Office (1997), *Report on Legal Protection for Databases*. Washington, DC: United States Copyright Office.

Telecommunications Act (1996), Pub. Law No. 104-104, 110 Stat. 56 (codified at 47 U.S.C. §§ 151 et seq.).

Anticybersquatting Consumer Protection Act (1999), Pub. Law No. 106-113 (1999), codified at 15 U.S.C. § 1125(c).

Federal Trademark Dilution Act (1996), 15 U.S.C. § 1125(c).

“Draft Guidance for the Industry: Consumer-Directed Broadcast Advertisements” (1997), 62 *Federal Register* 43,171.

Court Cases (Various)

Reno, Attorney General of the United States, et al. v. American Civil Liberties Union, et al. (1997), U.S. 844.

America Online v. LCGM Inc. (1998), 46 F.Supp.2d 444 (E.D. Va.).

Central Hudson Gas & Electric v. Public Service Commission of New York (1980), 447 U.S. 557.

Ferguson v. Friendfinders, Inc. (2002), Cal. Sup. Ct. No. 307309 (1st Dist.).

Moser v. FCC (1995), 46 F.3d 970 (9th Cir.), cert. denied, 115 Sup. Ct. 2615 (June 26).

International Association (Various)

Commission of the European Community (2002), "Proposal for a Directive of the European Parliament and of the Council Amending the Directive 2001/83/EC as Regards Traditional Herbal Medicinal Products," Brussels (January 17).

Doha WTO Ministerial 2001, Ministerial Declaration, adopted on November 14 (accessed July 2, 2002), http://www.wto.org/english/thewtoe/minist_e/min01_e/mindecl.htm.

European Community Directive (2000), "Presentation of Foodstuffs: Labelling, Presentation, and Advertising," 2000/13/EC (March 20).