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Citing Your Sources Using Chicago (Turabian) Style for PowerPoint Presentations

Giving credit to the sources you reference in your presentation is not only about compliance with copyright laws, but it's also a critical part of building credibility and trust with your client. Using Chicago (also known as Turabian) Style, the list below demonstrates the proper formats for citing popular business research sources in your presentation. Alternatively, you can use Zbib to generate citations for your bibliography. Just make sure you select the Turabian style from the dropdown menu.

Bibliography = Located at the end of your slide deck, usually as an appendix, the bibliography is a list of all the sources that you used to inform your work. Items should be listed alphabetically.

Source Note = When you are presenting information in your slide deck that can be tied back to your research, you should insert a brief source note at the bottom of the slide.

Resource	Description	Bibliography	Source Note
Industry or Market Research Report from a GBL Database	Frequently used GBL databases for industry and market research include First Research, S&P NetAdvantage, Mintel Oxygen, and Passport GMID. When a report does not list a specific author, start with the title of the report.	Gabrielsen, Jon T. *The Global Market for Alternative Fuels for Commercial Vehicles*. Wellesley: BCC Research, 2016. Accessed May 25, 2016. Retrieved from BCC Research.	Source: BCC Research, 2016
Industry or Market Research Report from a GBL Database (No author)		*Global Medium & Heavy Trucks*. London: Marketline, 2014. Accessed May 25, 2016. Retrieved from Marketline.	Source: Marketline, 2014
Consulting Firm White Paper from the Web	Major consulting firms like Deloitte, Ernst & Young, and PwC typically publish industry-related white papers that are free to access and download.	Srinivas, Val. "Banking Industry Outlook: Banking reimagined." Deloitte. 2016. Accessed May 25, 2016. http://www2.deloitte.com/us/en/pages/financial-services/articles/banking-industry-outlook.html.	Source: Deloitte, 2016
Digital News or Magazine Article from a GBL Database	Frequently used GBL databases for digital news or magazine articles include Factiva and Business Source Complete.	Lohr, Steve. "So Much Work Is Going Digital, but Productivity Remains Stuck," *The New York Times*, June 6, 2016. Accessed June 8, 2016. Retrieved from Factiva.	Source: *The New York Times*, June 6, 2016

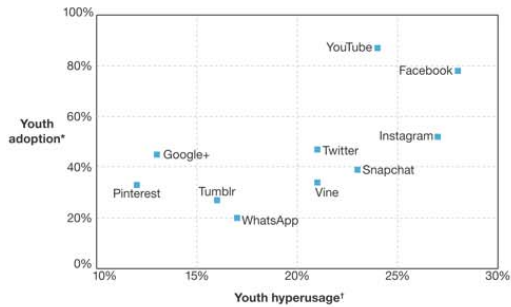|			
Digital News or Magazine Article from the Web	Frequently used web sources for digital news or magazine articles include Economist.com and trade publications like Nation's Restaurant News.	Maze, Johnathan. "McDonald's to expand all-day breakfast menu," *Nation's Restaurant News*, July 6, 2016. Accessed July 8, 2016. http://nrn.com/quick-service/mcdonald-s-expand-all-day-breakfast-menu.	Source: *Nation's Restaurant News*, July 6, 2016
Company Website	This form is best used for information you find on a company website, such as the "About Us" section or an executive bio. For reports that are published on other types of websites or blog posts, a different format may be appropriate (e.g. Consulting Firm White Paper or blog).	"Our Story." Levi Strauss & Co. 2016. Accessed May 25, 2016. http://www.levistrauss.com/our-story/.	Source: Levi Strauss & Co. Company Website, 2016
Press Release from a Company Website	Press Releases can also be found in GBL databases like Factiva or Nexis. In that case, use the same format as for "Digital News or Magazine Article from a GBL Database."	The Coca-Cola Company. "Major Bottler Arca Continental to Join U.S. Coca-Cola System Through New Agreements With The Coca-Cola Company and Coca-Cola Bottling Company United." News release, May 25, 2016. The Coca-Cola Company. Accessed May 25, 2016. http://www.coca-colacompany.com/press-center/press-releases/major-bottler-arca-continental-to-join-us-coca-cola-system.	Source: The Coca-Cola Company Website, May 25, 2016
Raw Data from a GBL Database	Frequently used GBL database sources for datasets include Passport GMID and Economist Intelligence Unit.	Economist Intelligence Unit. Fiscal Indicators for Costa Rica. 2010-2020. Raw data. Accessed June 20, 2016. Retrieved from Economist Intelligence Unit. London.	Source: Economist Intelligence Unit, 2010-2020
Raw Data from a Website	Frequently used web sources for datasets include government, NGO, or banking websites such as the Bureau of Labor Statistics or the United Nations' FAOSTAT.	United States Bureau of Labor Statistics. Civilian noninstitutional population age 15 and over. 2003-2014. Raw data. Accessed June 20, 2016. http://www.bls.gov/tus/#tables, Washington, DC.	Source: Bureau of Labor Statistics, 2003-2014
SEC Filing from SEC.gov or a Company Website	Reports filed by public companies with the Securities & Exchange Commission are available to the public via the SEC EDGAR website and the company website.	The Coca-Cola Company. *Form 10-Q April 1, 2016*. Retrieved from http://www.coca-colacompany.com/investors/investors-info-quarterly-filings.	Source: The Coca-Cola Company 10-Q, April 1, 2016

SEC Filing from a GBL Database	You can also find SEC public company filings in several GBL databases, such as Thomson ONE, FactSet, and Bloomberg.	The Coca-Cola Company. *Form 10-Q April 1, 2016*. Retrieved from FactSet.	Source: The Coca-Cola Company 10-Q, April 1, 2016
Wall Street Analyst Report from a GBL Database	Wall Street Analyst Reports are accessed from the GBL database Thomson ONE.	Vogel, Paul, Justin Humenansky, and Michael Urciuoli. *TYMHM: Nothing but Net*. New York: Barclays Research, 2016. Accessed May 25, 2016. Retrieved from Thomson ONE.	Source: Thomson ONE, 2016
E-Book	Use same format as a book, but add the "Retrieved from [site or e-book service" component only in the bibliography, not the citations.	Jap, Sandy. *Partnering with the Frenemy: A Framework for Managing Business Relationships, Minimizing Conflict, and Achieving Partnership Success*. Old Tappan: Pearson, 2016. Retrieved from Proquest Safari Books Online.	Source: Sandy Jap, *Partnering with the Frenemy*, 2016
Blog Post – from a stand-alone blog	The first example shows how to cite a stand-alone blog. The second example shows how to cite a blog that is part of larger publisher's site, such as a blog on NPR or on the New York Times website.	Diamond, Ethan. "Bandcamp, Downloads, Streaming, and the Inescapably Bright Future." *The Bandcamp Blog* (blog), May 19, 2016. https://blog.bandcamp.com/2016/05/19/bandcamp-downloads-streaming-and-the-inescapably-bright-future/.	Source: The Bandcamp Blog, May 19, 2016
Blog Post – from a larger publisher's site		George, Bradley. "Online Eye Exam Site Makes Waves In Eye Care Industry." *All Tech Considered* (blog), NPR, May 25, 2016. http://www.npr.org/sections/alltechconsidered/2016/05/25/479346651/online-eye-exam-site-makes-waves-in-eye-care-industry.	Source: All Tech Considered (NPR), May 25, 2016
Interview - unpublished	There are slight differences between how to cite an interview that has been published versus an unpublished interview that you conduct yourself. If the interview was part of a focus group in which the participants must remain anonymous, there is no need to cite.	Anderson-Strait, Malisa (Business Librarian, Goizueta Business Library). Interviewed by Saira Raza at Goizueta Business Library, May 2016.	Source: Malisa Anderson-Strait Interview, May 2016
Interview - published		Konsynski, Benn. "Goizueta Faculty Interview: ISOM Professor Benn Konsynski Discusses Technology, Libraries, and What It Takes to Be a Real "S.O.B." (Student of Benn)." Interview by Saira Raza. *Goizueta Business Library Blog*, April 14, 2016.	Source: Benn Konsynski Interview, April 14, 2016

How to Cite Images/Charts/Graphs in PPT Slides

FORRESTER RESEARCH | MARKETING LEADERSHIP PROFESSIONALS

Youth Use Facebook More, And More Frequently, Than Other Social Sites

Brief: Facebook Dominates Teens' Social Usage

Base: 4,517 US online youth (12 to 17)

Source: Forrester's North American Consumer Technographics® Youth Survey, 2014
*Percentage that uses each site at least once per month
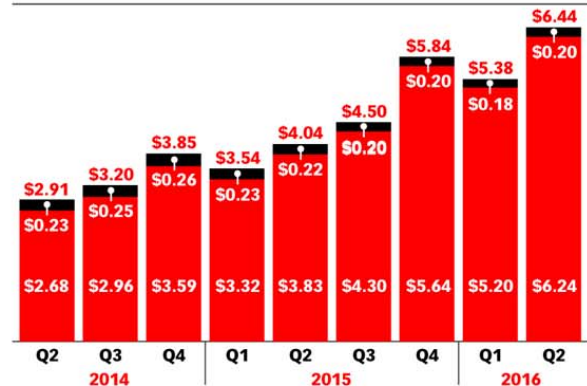†Percentage of each site's monthly users who say they're on the site "all the time"
116135   Source: Forrester Research, Inc.

Source: eMarketer, 2016; Forrester, 2014

Facebook Revenues Worldwide, by Segment, Q2 2014-Q2 2016
billions

■ **Advertising**   ■ **Payments and other fees**

Note: numbers may not add up to total due to rounding
Source: Facebook, "Quarterly Earnings Slides Q2 2016," July 27, 2016
213833   www.eMarketer.com

Since there are two sources used in this slide, we have to note both of them on the slide. Separate multiple source notes with semi-colons, and list them in alphabetical order.

This chart is from a Forrester report entitled, "Brief: Facebook Dominates Teens' Social Usage." As indicated in the note provided by Forrester, it originally appeared in a different report, but that one is out of our subscription. When you create a source note and cite an image, chart, or graph, you should indicate where *you* found the information.

This chart was downloaded from eMarketer. Notice that the source is listed as Facebook. Although eMarketer got this information from Facebook's quarterly earnings report, **you will reference eMarketer as your source, since that is where you found the information.**

Remember, not only do you need to provide the source note on the slide, but you also need to include citations for these in your bibliography. For example, on this slide, we've listed "Forrester, 2014" as one of our source notes. But in the bibliography, you will include the full citation of the resource you used to find the information:

Elliot, Nate, Gina Fleming, Melissa Parrish, and Collin Colburn. *Brief: Facebook Dominates Teens' Social Usage.* Forrester, 2014. Accessed October 12, 2016. Retrieved from Forrester.

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"About Us." Spotify AB. 2016. Accessed May 25, 2016. https://www.spotify.com/us/about-us/contact/.

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Agriculture: Weak Farmer Sentiment; Precision Dealers Expect Further Declines in 2016. Minneapolis: Piper Jaffray, 2016. Accessed October 19, 2016. Retrieved from Thomson One.

Consulting Firm White Paper

Belson, Gerald, Paul Sallomi, Kevin Westcott, and Craig Wigginton. "Digital Democracy Survey." Deloitte. 2015. Accessed May 25, 2016. https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Technology-Media-Telecommunications/gx-tmt-deloitte-democracy-survey.pdf.

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Biswas, Ritam. *Self-Service Markets: ATMs, Kiosks, Vending Machines*. Wellesley: BCC Research, 2016. Accessed July 12, 2016. Retrieved from BCC Research.

E-book from a GBL Database

Charles, Arthur. *Digital Wars: Apple, Google, Microsoft and the Battle for the Internet*. London: Kogan Page, 2014. Retrieved from ebrary Academic Complete.

Website

"The Current State of Global Drone Regulations." The Best Drone Info. 2015. Accessed May 13, 2016. http://thedroneinfo.com/the-current-state-of-global-drone-regulations/.

Wall Street Analyst Report from a GBL Database

De Maria, Lawrence, Bhavan Suri, Jonathan Ho, and Paris Gu. *Precision Agriculture: The AgTech Revolution - Increasing Convergence of Industrial and Technology to Drive Next Wave of Productivity Growth*. William Blair & Company, 2015. Accessed May 25, 2016. Retrieved from Thomson One.

Blog Post from a stand-alone blog

Diamond, Ethan. "Bandcamp, Downloads, Streaming, and the Inescapably Bright Future." *The Bandcamp Blog* (blog), May 19, 2016. https://blog.bandcamp.com/2016/05/19/bandcamp-downloads-streaming-and-the-inescapably-bright-future/.

Raw Data from a GBL Database

Economist Intelligence Unit. Consumer Prices for the United States. 2010-2020. Raw data. Accessed July 12, 2016. Retrieved from Economist Intelligence Unit. London.

Industry or Market Research Report from a GBL Database

Elliot, Nate, Gina Fleming, Melissa Parrish, and Collin Colburn. *Brief: Facebook Dominates Teens' Social Usage.* Forrester, 2014. Accessed October 12, 2016. Retrieved from Forrester.

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Industry or Market Research Report from a GBL Database

Facebook Revenues Worldwide, by Segment, Q2 2014-Q2 2016 (billions). eMarketer, 2016. Accessed October 12, 2016. Retrieved from eMarketer.

Blog Post from a publisher's blog

George, Bradley. "Online Eye Exam Site Makes Waves In Eye Care Industry." *All Tech Considered* (blog), NPR, May 25, 2016. http://www.npr.org/sections/alltechconsidered/2016/05/25/479346651/online-eye-exam-site-makes-waves-in-eye-care-industry.

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Impey, Louise. "Many Growers Still Missing out on Precision Farming Benefits." *Crops*, May 23, 2015, 6-8. Accessed May 25, 2016. Retrieved from ABI/INFORM [ProQuest].

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"Introduction to Precision Agriculture." Clemson Cooperative Extension. 2015. Accessed May 13, 2016. http://www.clemson.edu/extension/rowcrops/precision_agriculture.html.

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Jennings, Lisa. "What customers want from restaurant mobile apps," *Nation's Restaurant News*, September 24, 2015. Accessed July 8, 2016. http://nrn.com/technology/what-customers-want-restaurant-mobile-apps.

Interview – Published from the Web

Keating, Zoe. "Bitcoin and the Arts: An Interview with Artist and Composer, Zoe Keating." Interview by George Howard. *Forbes*, June 5, 2015. http://www.forbes.com/sites/georgehoward/2015/06/05/bitcoin-and-the-arts-and-interview-with-artist-and-composer-zoe-keating/.

News or Magazine from GBL Database

Lohr, Steve. "So Much Work Is Going Digital, but Productivity Remains Stuck," *The New York Times*, June 6, 2016. Accessed June 8, 2016. Retrieved from Factiva.

SEC Filing from the Web

Pandora Media, Inc. *Form 10-Q May 2, 2016*. Retrieved from http://investor.pandora.com/phoenix.zhtml?c=227956&p=irol-sec.

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United States Bureau of Labor Statistics. Civilian noninstitutional population age 15 and over. 2003-2014. Raw data. Accessed June 20, 2016. http://www.bls.gov/tus/#tables, Washington, DC.

Wall Street Analyst Report from a GBL Database

Vogel, Paul, Justin Humenansky, and Michael Urciuoli. *TYMHM: Nothing but Net*. New York: Barclays Research, 2016. Accessed May 25, 2016. Retrieved from Thomson ONE.