



Citation Guide

PLEASE NOTE: All public and field cases should be supported by in-text citations and references.

Bloomsbury house-style guidelines require that authors fully support statements made within their case with (author-date) style citations and references. To comply with these guidelines, authors **must** provide a reference (book, journal, or online) to support any statement which includes the following:

- Any verbatim use of a quote
- Paraphrasing of an idea or concept
- Facts, information and data (**except** generally known and accepted facts, e.g. Virgil Abloh is Louis Vuitton's Menswear Designer)

The supporting reference must be listed in full within the 'References and Further Reading' section of the case. The reference must also then be condensed to form an (author-date) style citation which must be placed within or at the end of the sentence in which the quote, idea, or fact is stated.

Examples of statements which require citations and supporting references can be seen below:

- According to co-founder and co-Chief Executive Phillip Von Borries, since this time Refinery29 has continued to focus on creating its own original content but has assimilated a softer slant towards its news coverage and embraced a more entertainment-oriented approach to grow its audience base (Steigrad 2017).
Paraphrasing a quote
- Alexandra Steigrad of Women's Wear Daily affirmed that "as of March 2017, Refinery29 boasted a global staff of 450 employees, encompassing such territories as the United States, France, Germany, England, and Canada" (Steigrad 2017).
Verbatim use of a quote
- By 2012, advertising revenue growth had skyrocketed from \$15.1 million to \$80.1 million at a growth rate of 429 percent (Flamm 2016).
Use of facts, information, and data
- Refinery29 has begun to listen to crowdcultures (Holt 2016) that have advanced on social media platforms, including Instagram and YouTube, when strategizing this growth and diversification.
Citation required as 'crowdcultures' is an idea defined by Holt 2016

The accompanying reference list:

- Matthew Flamm. 2016. "Fast 50." <http://www.crainsnewyork.com/features/2016-fast50> (Accessed April 2018)
- Holt, Douglas. 2016. "Branding in the age of social media." <https://hbr.org/2016/03/branding-in-the-age-of-social-media> (Accessed May 2018)
- Alexandra Steigrad. 2017. "Refinery29 Charts New Course of Growth Amid Restructuring." <http://wwd.com/business-news/media/refinery29-charts-new-course-of-growth-amid-restructuring-reorganization-10825364/> (Accessed April 2018)

Please avoid using citations as exhaustively as you might in a journal article but ensure that your case is fully supported by evidence. All work that is cited within the text should be included in the reference list at the end of the case.

If you have multiple sources, cite the most credible or authoritative.

Citations should **not** appear in your abstract.

Further Guidelines on the References and Further Reading Section

References and further reading should appear in a single list, with the heading “References and Further Reading.” References and further reading are not included in the total word count for the case.

- Suggestions for further reading should consist of the most relevant texts and, preferably, those that are available to the general public. Obscure and otherwise hard-to-find works should be avoided.
- List items in alphabetical order of author surname.
- Arrange books and articles by a single author in date order.
- For second and subsequent works by the same author, unless there are multiple authors, use 3-em dash (six hyphens), rather than repeat the author’s full name.
- List books co-authored by the primary author by the surname of the second author.

Examples of bibliographic formats

Note: Titles of books or journals are italicized.

Books:

Hancock, Joseph H. *Brand Story: Cases and Explorations in Fashion Branding*. New York: Fairchild Books, 2016.

Co-authored Books:

Paulins, Ann and Hillery, Julie L. *Ethics in the Fashion Industry*. New York: Fairchild Books, 2009.

Edited Books:

Jenss, Heike, Ed. *Fashion Studies: Research Methods, Sites and Practices*. London: Bloomsbury Academic, 2016.

Articles in Books:

Sadre-Orafai, Stephanie, “Recasting Fashion Image Production: An Ethnographic and Practice-Based Approach to Investigating Bodies as Media.” In *Fashion Studies: Research Methods, Sites and Practices*. Ed. Heike Jenss. London: Bloomsbury Academic, 2016, pp. 101-116.

Journal Articles:

Chen, BuYun. “Material Girls: Silk and Self-Fashioning in Tang China,” *Fashion Theory*, 21.1 (2017): 5-33.

[Note that issue number or season should be included in addition to the volume number and year.]

WWW Sites:

Helena Pike. 2016. "Kering's New Parental Leave Policy, Real People on the Runway."
<https://www.businessoffashion.com/articles/news-analysis/social-goods-kerings-new-parental-leave-policy-real-people-on-the-runway> (Accessed December 2016)

[Note that it is best to list only well-established or institutional websites.]

Special cases

- Please attempt to cite works in English whenever possible. If sources in languages other than English are essential (e.g., classics in the field), they may be included. A preferred English translation should also be specified if possible.
- Specify an edition for any work; give standard editions of classic works rather than the most recent.
- Please note that Wikipedia should not be used as a source.