Case study

In-text citation
(Leo et al., 2007) for the whole case study
(Leo et al., 2007, p. 10) when quoting from a specific page
(Leo et al., 2007, pp. 10-11) when quote runs over two pages

Reference list

Checklist:
- Author (surname, initials) or company
- If the case study has an editor, put ed. in round brackets (or eds. if more than one editor)
- Year of publication in round brackets
- Title (and subtitle if applicable) in italics, followed by a full stop
- Place of publication, followed by a colon
- Publisher, followed by a full stop
- If accessed online
  - Put Available from, followed by the web address
  - In square brackets put accessed and the date you accessed the case study, followed by a full stop
Report

In-text citation
(Mintel, 2015)

Reference list

Checklist:
- Author (surname, initials)
- Year of publication in round brackets
- Title (and subtitle if applicable) in italics, followed by a full stop
- Place of publication (if known) followed by a colon
- Publisher (if known) followed by a full stop
- If accessed online
  - Put Available from, followed by the web address
  - In square brackets put accessed and the date you accessed the report, followed by a full stop