

## 10.4\_B Answers

## Referencing books

|    | Author(s)                                         | Place of publication | Publisher         | Date |
|----|---------------------------------------------------|----------------------|-------------------|------|
| 1. | Brookes, S. P.                                    | London               | Howe & Pole Ltd.  | 2016 |
| 3. | Ortega, B.*                                       | New York             | Times Books       | 1998 |
| 4. | Palmerstone, P. J., Jackson, C.,<br>& Webbing, S. | New York             | Mole & Raine Ltd. | 2018 |

## Referencing journals

|    | Name of journal                                   | Volume | Pages   |
|----|---------------------------------------------------|--------|---------|
| 2. | <i>Journal of Business and Entrepreneurialism</i> | 10     | 120–131 |

## Referencing websites

|    | URL                                                                                                                                   | Retrieval date      |
|----|---------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 5. | <a href="https://startups.co.uk/analysis/small-business-statistics/">https://startups.co.uk/analysis/small-business-statistics/</a> * | Retrieved 5.1.2022  |
| 6. | <a href="https://corporate.walmart.com/our-story">https://corporate.walmart.com/our-story</a> *                                       | Retrieved 29.1.2020 |