

Chicago Style – Sample Annotated Bibliography Entries

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In this highly technical paper, three industrial engineering professors in Korea and one services management professor in the UK discuss the mathematical limitations of the popular SERVQUAL scales. Significantly, they also aim to measure service quality in the fast-food industry, a neglected area of study. Unfortunately, the paper's sophisticated analytical methods make it inaccessible to all but the most expert of researchers.

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MLA Style – Sample Annotated Bibliography Entries

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