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*APA citation style ( APA 6th), only the sources used in the text of the paper are listed, the list is arranged alphabetically, it is not divided internally*

*Reference to the literature in the text: Author (year), or (Author, year).*

*Reference examples*

**Article in the yournal:**

Besley, T., & Case, A. (1995). Incumbent Behavior: Vote-Seeking, Tax-Setting, and Yardstick Competition. *American Economic Review, 85*(1), 25-45.

Samuelson, P. A. (1954). The Pure Theory of Public Expenditure. *Review of Economics and Statistics* 36, 387–389. *Statistics* 37, 350–356.

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**Article in electronic form (with DOI):**

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**Chapter of the book:**

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Loren Ipsum Ipsum (title of the paper)

First author Name Surname,[[1]](#footnote-1)second author Name Surname[[2]](#footnote-2)…

**Abstract:** Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Etiam dui sem, fermentum vitae, sagittis id, malesuada in, quam. Aliquam erat volutpat. Aenean vel massa quis mauris vehicula lacinia. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Mauris dictum facilisis augue. Nulla accumsan, elit sit amet varius semper, nulla mauris mollis quam, tempor suscipit diam nulla vel leo. Nullam sapien sem, ornare ac, nonummy non, lobortis a enim. Nunc dapibus tortor vel mi dapibus sollicitudin. Aenean vel massa quis mauris vehicula lacinia. Sed ac dolor sit amet purus malesuada congue. Proin pede metus, vulputate nec, fermentum fringilla, vehicula vitae, justo. Curabitur sagittis hendrerit ante

**Key words:** Lacinia · Ante vel · Proin · Fermentum

# Introduction

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# Aim and methods

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# Results

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## Aenean vel massa

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* sit aspernatur,
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**Figure 1** Sit Asperntur lass patent taciti

Source: …….. ……

**Table 1** Sit Asperntur lass patent taciti

|  |  |
| --- | --- |
| **Traditional marketing communication tools** | ………………  |
|  | Taciti  | ……….  | …………….  | ……………..  | …………..  |
| A | 0.500 | 0.362 | 0.290 | 2.330 | 7.460 | 2.350 |
| B | 1.000 | 0 | 0 | 0 | 0 | 5.000 |

Source: ……………………

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# Conclusion

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