Trade Articles

Trade articles are found in publications that summarize current information and knowledge of a particular industry for practitioners in that field, such as this article Crosman, P. (20134). How Banks Can Win Back 'Mind Share' from PayPal, Google, and and Amazon. American Banker, May 30, 2014. Presenting practical, applied information from an experiential perspective, the articles are written by practitioners or subject specialist journalists.

Trade articles characteristics:

- written by practitioners or subject specialist journalists
- written for professionals, practitioners, and students in the industry
- summarizes current information
- provide practical information from a concise, experiential perspective (2-10 pages)
- use appropriate language of the industry
- include a short bibliography or no bibliography (often use in-text references)
- published in trade publication typically supported by abundant industry advertising
- often published weekly or monthly