



Erratum to: Volume 9, Issue 1-2 (Summer 2010)

The publisher

This issue was incorrectly published in print as “Issue 1”. It is in fact a double issue 1-2. The citation “Issue 1” occurs in the online pdf-files as well, while the online article information is given correctly. The publisher regrets that the bibliographic data in the printed articles and online pdf are incorrect.

The articles affected are as follows:

Daniel T. Jones, Arnd Huchzermeier and Alan Mitchell, Rebuilding Trust and Taking Global Responsibility
DOI: 10.1007/s12146-010-0058-4

N.N. In Brief
DOI: 10.1007/s12146-010-0060-x

N.N. Books
DOI: 10.1007/s12146-010-0053-9

Christian Terwiesch and Karl T. Ulrich, Picking the Winners
DOI: 10.1007/s12146-010-0051-y

Alan Mitchell, Working to the Same Agenda
DOI: 10.1007/s12146-010-0057-5

Paul Polman, Taking Responsibility
DOI: 10.1007/s12146-010-0050-z

Andreas Breiter and Arnd Huchzermeier, The New Logic of Truly Efficient Retail Promotions
DOI: 10.1007/s12146-010-0052-x

Gary E. Bolton, Axel Ockenfels and Ulrich W. Thonemann, Who is the Best at Making Decisions?
DOI: 10.1007/s12146-010-0054-8

Chieko Minami, Davide Pellegrini and Munehiko Itoh, When the Best Packaging Is No Packaging
DOI: 10.1007/s12146-010-0059-3

Murat Ünal and Clermont Munoz, How Long Is a Piece of String?
DOI: 10.1007/s12146-010-0056-6

N.N. Article Summaries
DOI: 10.1007/s12146-010-0061-9