Correction to: From a Dog's Breakfast to a King's Table: Branding and Marketing a Major Research University

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Correction to:
Chapter 14 in: S. M. Zavattaro (ed.), *Public Branding and Marketing*, https://doi.org/10.1007/978-3-030-70505-3_14

The text “*We think this should this be “propel” since it’s about mission + our people. That’s the way we had it in the original draft*” and “*We submitted some short bios to Staci. Will those go after the conclusion?*” has been accidentally included in the chapter. This has now been corrected throughout the chapter.

The updated online version of this chapter can be found at
https://doi.org/10.1007/978-3-030-70505-3_14