Erratum to: Cross Cultural Issues in Consumer Science and Consumer Psychology

Hester van Herk and Carlos J. Torelli

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Chapters 1 & 4:

Carlos J. Torelli's affiliation was incorrect in the original published version of the volume. The correct affiliation is:

Professor of Business Administration, University of Illinois at Urbana-Champaign, 308 Wohlers Hall, Champaign, IL 61820, USA.

This change is reflected on the FM, Chapter Opening page as well as in the online metadata.

The updated original online version for this book can be found at

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