



Correction to: The Integration of Behavioural Science into Business

Helena Rubinstein

Correction to:

Chapter 5 in: Helena Rubinstein

Applying Behavioural Science to the Private Sector

<https://doi.org/10.1007/978-3-030-01698-2>

A sentence from page 78 has been removed.

The updated online version of the original book can be found under
https://doi.org/10.1007/978-3-030-01698-2_5
