



Correction to: The Palgrave Handbook of Interactive Marketing

Cheng Lu Wang

Correction to:

**C. L. Wang (ed.), *The Palgrave Handbook of Interactive Marketing*,
<https://doi.org/10.1007/978-3-031-14961-0>**

The original version of chapter 14 was inadvertently published with an incorrect author affiliation and the front matter list of contributors were inadvertently published. The affiliation of the Author Nanaan Xi “Tampere University, Tampere, Finland” has now been corrected to “Tampere University, Tampere, Finland and University of Vaasa, Vaasa, Finland”. The corrections have been updated in FM and in the respective chapters.

The updated version of the book can be found at
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