



Correction to: Innovation pathway to profitability: the role of entrepreneurial orientation and marketing capabilities

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The original version of this article unfortunately contained a mistake. The equation under “Profile deviation analysis” section should be:

$$Deviation = \sqrt{\sum_{j=1}^2 (X_{sj} - \bar{X}_{ij})^2}$$

The original article has been corrected.

The online version of the original article can be found at <https://doi.org/10.1007/s11747-017-0574-1>

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