



## Correction to: Wharton Marketing: Where Academia Meets Practice

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### Correction to: Customer Needs and Solutions

<https://doi.org/10.1007/s40547-021-00121-0>

The original article unfortunately was published with errors.  
Two very important scholars were left out in the article.

The original article has been corrected.

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The original article can be found online at <https://doi.org/10.1007/s40547-021-00121-0>.

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