Corrigendum

Waterstone's — The IDM business performance awards 2008: Diamond Award winner campaign

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264. doi:10.1057/dddmp.2009.46

Correction to: *Journal of Direct, Data and Digital Marketing Practice*
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In the above article, the title of the paper should have read as follows:

**Waterstone's — The IDM Business Performance Awards 2009:
Diamond Award-Winner Campaign**