
Erratum

Erratum to: Issue 23.5

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Correction to: *Journal of Brand Management*, Volume **23**, Issue 5, September 2016

The articles of Volume 23, Issue 5 (September 2016, Pages 1–129) were unintentionally published with incorrect page numbers. The correct page range

would have been from 472 to 600. Therefore Volume 23, Issue 6 (November 2016) will start with the page number 601.

The publisher would like to apologise to the readers of the journal for not detecting the mistake during the production process.