Correction to: Review on Weinstein's superior customer value: finding and keeping customers in the now economy

Art Weinstein, Routledge, 2019, 222pp., £43.99, ISBN: 978-0815390930

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Published online: 9 March 2020
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Correction to: Journal of Marketing Analytics
<https://doi.org/10.1057/s41270-020-00069-5>

The original version of this article unfortunately contained a mistake. The correct information is given below.

Second note after the fourth paragraph of the section “Overview of book” should read as

- how economic value maximization and knowledge is created and applied throughout an organization to best serve its target customers.

Second sentence of the fifth paragraph should read as

While the CVF elements are largely qualitative in nature, the 4th Edition does expand on the quantitative dimension

with ways marketing analytics are being used and examples of marketing dashboards such as the InetSoft data intelligence presented in Figure 8.2, which conveys the executive dashboard from a firm that unites business intelligence (BI) and machine learning (ML) to extract maximum value from customers data (InetSoft Technology 2019; Weinstein 2019, p. 170).

Publisher's Note Springer Nature remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

The original article can be found online at <https://doi.org/10.1057/s41270-020-00069-5>.

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