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# Erratum

## Marketing Masterclass

### Product differentiation for competitive advantage

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doi:10.1057/palgrave.jmm.5050122

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Reference 9, missing in the original version, should read 'Bettman, J.R., Luce, M.F., & Payne, J.W. (1998). Constructive consumer choice processes. *J. Consumer Res.* **25**(3), 187–217'.