



## Erratum

### Erratum to: Preface to “The chilling effects of network externalities” [Intern. J. of Research in Marketing, Volume 27 (2010) 1–3]

S. Stremersch <sup>a,\*</sup>, D.R. Lehmann <sup>b</sup>, M.G. Dekimpe <sup>c</sup>

<sup>a</sup> *Eramus University Rotterdam, The Netherlands; IESE, Spain*

<sup>b</sup> *Columbia University, USA*

<sup>c</sup> *Universiteit van Tilburg, The Netherlands; Catholic University-Leuven, Belgium*

The 3rd, 7th, 8th, 13th, and 16th items in the list of references have actually been published in the same issue. Hence the references should read as follows:

Gatignon, H. (2010). Commentary on Jacob Goldenberg, Barak Libai and Eitan Muller's “The chilling effects of network externalities”. *International Journal of Research in Marketing*, 27(1), 16–17.

Goldenberg, J., Libai, B., & Muller, E. (2010). The chilling effects of network externalities. *International Journal of Research in Marketing*, 27(1), 4–15.

Goldenberg, J., Libai, B., & Muller, E. (2010). The chilling effects of network externalities: Perspectives and conclusions. *International Journal of Research in Marketing*, 27(1), 22–24.

Rust, R. T. (2010). Network externalities: Not cool? A comment on “The chilling effects of network externalities”. *International Journal of Research in Marketing*, 27(1), 18–19.

Tellis, G. J. (2010). Network effects: Do they warm or chill a budding market? *International Journal of Research in Marketing*, 27(1), 20–21. The publisher apologizes for any inconvenience this may have caused.

DOI of original article: [10.1016/j.ijresmar.2009.12.001](https://doi.org/10.1016/j.ijresmar.2009.12.001).

\* Corresponding author. Eramus University Rotterdam, The Netherlands.