

ERRATUM

Hastings, H., D'Andrea, F. A. M. C., & Bylund, P. (2019). Towards A Value-Dominant Logic of Marketing. MISES: Interdisciplinary Journal of Philosophy, Law and Economics, 7(3). <https://doi.org/10.30800/mises.2019.v7.1240>

From de authors:

"In our article "Towards a Value-Dominant Logic for Marketing" (Hastings D'Andrea, Bylund, 2019) published in Mises Journal (e-ISSN 2594-9187), we unintentionally omitted to cite the work of Dr. Gautam Mahajan, including a 2019 book entitled "Value Dominant Logic: Helping Individuals And Their Companies To Succeed" (Mahajan, 2019, see also Mahajan, 2017). Although the purposes of his and our works are different in scope, we focus on theoretical exploration in an academic environment, while Dr. Mahajan has a business consulting approach, the convergent wording of the titles of our article and Dr. Mahajan's book suggests that it would have been appropriate to cite his work. We regret any misperception we may have caused regarding the importance of Dr. Mahajan's contributions and apologize for the error."

References:

Hastings, H., D'Andrea, F. A. M. C., & Bylund, P. L. (2019). Towards A Value-Dominant Logic of Marketing. MISES: Interdisciplinary Journal of Philosophy, Law and Economics, 7(3). <https://doi.org/10.30800/mises.2019.v7.1240>

Mahajan, G. (2017). Value Dominant Logic. Journal of Creating Value, 3(2), 217-235. <https://doi.org/10.1177/2394964317730655>

Mahajan, G. (2019). Value Dominant Logic: Helping Individuals and Their Companies to Succeed. Boca Raton, LA: CRC Press."