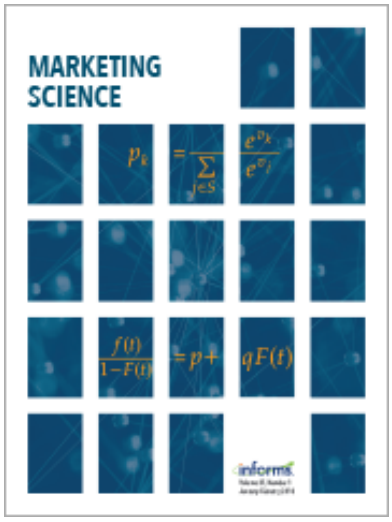
This article was downloaded by: [216.73.216.88] On: 09 November 2026, At: 04:38
Publisher: Institute for Operations Research and the Management Sciences (INFORMS)
INFORMS is located in Maryland, USA



Marketing Science

Publication details, including instructions for authors and subscription information:
http://pubsonline.informs.org

Erratum to "Sustainable Pioneering Advantage? Profit Implications of Market Entry Order"

To cite this article:
(2003) Erratum to "Sustainable Pioneering Advantage? Profit Implications of Market Entry Order". Marketing Science 22(4):544-544. https://doi.org/10.1287/mksc.22.4.544.erratum3

Full terms and conditions of use: https://pubsonline.informs.org/Publications/Librarians-Portal/PubsOnLine-Terms-and-Conditions

This article may be used only for the purposes of research, teaching, and/or private study. Commercial use or systematic downloading (by robots or other automatic processes) is prohibited without explicit Publisher approval, unless otherwise noted. For more information, contact permissions@informs.org.

The Publisher does not warrant or guarantee the article's accuracy, completeness, merchantability, fitness for a particular purpose, or non-infringement. Descriptions of, or references to, products or publications, or inclusion of an advertisement in this article, neither constitutes nor implies a guarantee, endorsement, or support of claims made of that product, publication, or service.

© 2003 INFORMS

Please scroll down for article—it is on subsequent pages

With 12,500 members from nearly 90 countries, INFORMS is the largest international association of operations research (O.R.) and analytics professionals and students. INFORMS provides unique networking and learning opportunities for individual professionals, and organizations of all types and sizes, to better understand and use O.R. and analytics tools and methods to transform strategic visions and achieve better outcomes.
For more information on INFORMS, its publications, membership, or meetings visit http://www.informs.org

Errata

The peer review lines for three papers published in *Marketing Science*, Vol. 22, No. 3, Summer 2003, were inadvertently omitted. They are printed below.

Fast Polyhedral Adaptive Conjoint Estimation

by Olivier Toubia, Duncan I. Simester, John R. Hauser, and Ely Dahan, pp. 273–303:

. . .

This paper was received June 13, 2002, and was with the authors 3 months for 2 revisions; processed by Gary L. Lilien.

Demand and Supply Dynamics for Sequentially Released Products in International Markets: The Case of Motion Pictures

by Anita Elberse and Jehoshua Eliashberg, pp. 329–354:

. . .

This paper was received March 6, 2002, and was with the authors 6 months for 2 revisions; processed by Gary L. Lilien.

Sustainable Pioneering Advantage? Profit Implications of Market Entry Order

by William Boulding and Markus Christen, 371–392

. . .

This paper was received September 13, 1999, and was with the authors 25 months for 4 revisions; processed by Dick Wittink.

Downloaded from informs.org by [216.73.216.88] on 09 November 2026, at 04:38 . For personal use only, all rights reserved.

0732-2399/03/2204/0544
1526-548X electronic ISSN