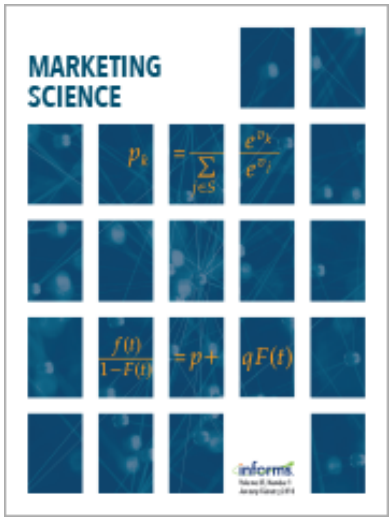
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Erratum

The year of publication for one paper published in *Marketing Science*, Vol. 25, No. 2, March–April 2006 was incorrect. The correct year of publication for the paper, "Consumer Preferences and Product-Line Pricing Strategies: An Empirical Analysis" by Michaela Draganska and Dipak C. Jain, pp. 164–174, is 2006.

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