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Author:

e-mail:

[MktgSci@notes.cba.ufl.edu](mailto:MktgSci@notes.cba.ufl.edu)

Marketing Science Homepage

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# Erratum to “Bias and Systematic Change in the Parameter Estimates of Macro-Level Diffusion Models” by Van den Bulte and Lilien

*Marketing Science*, Vol. 16 No. 4 1997, pp. 338–353

Due to a printer’s error, the acknowledgment footnote (footnote 4, p. 350) was deleted from the final page proofs of “Bias and Systematic Change in the Parameter Estimates of Macro-Level Diffusion Models,” by Christoph Van den Bulte and Gary L. Lilien, Vol. 16 No. 4 1997, pp. 338–353. The footnote is printed below in its entirety.

<sup>4</sup>We benefited from suggestions by Hans Baumgartner, Marnik Dekimpe, Dipak Jain, Brent Johnson, V. Srinivasan, Editor Richard Staelin, two area editors, and three anonymous reviewers, and from comments from audiences at the 1995 EMAC Conference in Paris, and the 1996 Marketing Science Conference in Gainesville, Florida. We also thank Thomas Valente for providing one of the data sets analyzed, and Penn State’s Institute for the Study of Business Markets for providing financial support.