

## Erratum to: Improving customer-focused marketing capabilities and firm financial performance via marketing exploration and exploitation

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The author note in the original version of this article contained an accidental oversight from the authors in acknowledging the assistance of Dr. Mark N. Bing in this publication. The corrected article note is shown below:

The authors wish to thank John Hulland, Neil Morgan, Robert E. Morgan, Charles Noble and Minu Kumar for commenting on earlier versions of this manuscript. We would also like to thank Mark N. Bing for his interaction graphing program used for the interaction plots found herein.

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