

Erratum to: Managing Online Anti-branding Consumer Behaviours: A Multiple Case Study Analysis in the Italian Landscape



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The original version of Chapter 10 was inadvertently published with incorrect author affiliation. The authors' affiliation must have read '**DISA-MIS, University of Salerno, Fisciano, Italy**' instead of 'Department of Management and Information Technology, Curriculum Marketing and Communication, University of Salerno, Fisciano, Italy'. The chapter has been updated.

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