

---

## Erratum

# Finding fit: An exploratory look at SME brand orientation and brand management in the New Zealand food and beverage sector

Michelle Renton, Urs Daellenbach, Sally Davenport and James E Richard

*Journal of Brand Management* (2017) **24**, 209. doi:10.1057/s41262-016-0017-1; published online 22 December 2016

**Correction to:** *Journal of Brand Management* (2016) **23**, 289–305.  
doi:10.1057/bm.2016.7

We would like to apologise that one of the author names was published incorrectly. On the title page, author Richard James E should be written as James E Richard.