

Correction To

Marketing in the 21st Century Customer Value: The Next Source for Competitive Advantage

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Figure 1 of this article, found on page 142, was printed incorrectly. We apologize for any confusion this may have caused our readers. Please see the corrected figure that follows:

| | | Customer value perceived at the time of ... | |
|--|-------------------|---|--------------------------|
| | | Purchase | Use |
| Customer value perceptions are about ... | Imagined ideal | Desired Value 1 | Desired Value 2 |
| | Actual experience | Predicted Received Value | Perceived Received Value |
