

## Development time and new product sales: A contingency analysis of product innovativeness and price

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### Erratum to: Market Lett DOI 10.1007/s11002-009-9074-5

In the original version of this article, Equation 4 was displayed incorrectly. The corrected version is given below.

$$= \sqrt{s_{1414} + DT^2 \times s_{1616} + PI^2 \times s_{1717} + DT^2 \times PI^2 \times s_{1818} + 2 \times DT \times s_{1416} + 2 \times PI \times s_{1417} + 2 \times DT \times P \times s_{1418} + 2 \times DT \times PI \times s_{1617} + 2 \times PI \times DT^2 \times s_{1618} + 2 \times PI^2 \times DT \times s_{1718}} \quad (4)$$

The online version of the original article can be found at <http://dx.doi.org/10.1007/s11002-009-9074-5>.

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