

Erratum

Erratum to “Feminine to smell but masculine to touch? Multisensory congruence and its effect on the aesthetic experience”

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The publisher regrets that a typographical error was printed on page 411, first sentence of the *Smell* section. The sentence should appear as, “While a great deal of research on smell has focused on memory (e.g., Herz, 2004; Krishna, Lwin, & Morrin, 2010; Lwin, Morrin, & Krishna, 2010; Morrin, Lwin, & Krishna, 2010; Morrin & Ratneshwar, 2003), we focus specifically on the impact of smell on product evaluations.”

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