
Erratum: Alcohol-free branding in formula one: stealth marketing strategy or something more?

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It has come to the attention of the publisher that the article by Ruberti M and La Martina A (2025), "Alcohol-free branding in formula one: stealth marketing strategy or something more?" *International Journal of Sports Marketing and Sponsorship*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJSMS-04-2025-0135>, was published with a typo in the title.

The title should read: "Alcohol-free branding in Formula One: stealth marketing strategy or something more?"

This error was introduced during the article publication process, for which the publisher apologises.



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