

## ERRATA

Page 41

The line “The last three archetypes are economically oriented innovations which seek wider organisational and cultural concerns, prioritising the delivery of social and environmental benefits (rather than economic profit maximisation) and changing the company structure for sustainability”

should read “The last three archetypes are economically oriented innovations. *Re-purpose the business for society/the environment* seeks wider organisational and cultural concerns, prioritising the delivery of social and environmental benefits (rather than economic profit maximisation) and changing the company structure for sustainability”.

Pages 85-105

The following references should include in the list of references.

Easton, G. (2010). Critical realism in case study research. *Industrial Marketing Management*, 39, pp. 118-128.

Hannon, M.J., Foxon, T.J. and Gale, W.F. (2013). The co-evolutionary relationship between Energy Service Companies and the UK energy system: Implications for a low-carbon transition. *Energy Policy*, 61, pp. 1031-1045.