

Addition/Correction

## How the # Conjugation Length Affects the Fluorescence Emission Efficiency

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**How the  $\pi$  Conjugation Length Affects the Fluorescence Emission Efficiency** [*J. Am. Chem. Soc.* **2008**, *130*, 13867–13869]. Yoshihiro Yamaguchi,\* Yoshio Matsubara, Takanori Ochi, Tateaki Wakamiya, and Zen-ichi Yoshida\*

Page 13868. In eq 12,  $k_m$  is incorrect; it should read  $k_{nr}$ . The corrected eq 12 is shown below.

$$\Phi_f = 1 / ((k_{nr} / k_f) + 1) \quad (12)$$

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