
Abbreviations

AI	Artificial intelligence
AR	Augmented Reality
BPM	Behavior Perspective Model
BRIC	Brazil, Russia, India, China
CDP	Carbon Disclosure Project
CEM	Customer Experience Management
CEO	Chief Executive Officer
CIVETS	Columbia, Indonesia, Vietnam, Egypt, Turkey, and South Africa
COP	Conference of the Parties
CRM	Customer Relationship Management
CSR	Corporate Social Responsibility
DJSI	Dow Jones Sustainability Index
ETIM	Extended Transportation-Imagery Model
EULA	End User License Agreement
FLV	Foundation Louis Vuitton
FOMO	Fear of Missing Out
GBLAAC	Global Business Leaders' Alliance against Counterfeiting
IP	Intellectual Property
LV	Louis Vuitton
LVMH	Louis Vuitton Moët Hennessy
NGO	Non-Governmental Organization
NPR	National Public Radio
NYC	New York City
OECD	Organisation for Economic Co-operation and Development
OEM	Original Equipment Manufacturer
PDB	Power Distance Belief
RFID	Radio Frequency IDentification
RKOI	Rich Kids of Instagram
ROI	Return On Investment
SIHH	Salon International de la Haute Horlogerie

SKU	Stock Keeping Unit
SUV	Sport Utility Vehicle
TIM	Transportation-Imagery Model
UPC	Universal Product Code
USENET	USEr NETwork
VR	Virtual Reality
WOM	Word of Mouth