
Abbreviations

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| 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 |

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|--------|------------------------------|
| 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 |