Understanding Interactive Network Branding in SME Firms
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Understanding Interactive Network Branding in SME Firms

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<tbody>
<tr>
<td>AI</td>
<td>Artificial Intelligence</td>
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<tr>
<td>B2B</td>
<td>Business-to-Business</td>
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<tr>
<td>B2C</td>
<td>Business-to-Consumer</td>
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<tr>
<td>BMM</td>
<td>Business Market Management</td>
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<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
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<tr>
<td>FAA</td>
<td>Federal Aviation Administration</td>
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<tr>
<td>H2H</td>
<td>Human-to-Human</td>
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<tr>
<td>IAG</td>
<td>International Airlines Group</td>
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<tr>
<td>IMP</td>
<td>Industrial Marketing and Purchasing</td>
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<tr>
<td>INA</td>
<td>Interaction and Network Approach</td>
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<tr>
<td>INB</td>
<td>Interactive Network Branding</td>
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<tr>
<td>J&amp;J</td>
<td>Johnson &amp; Johnson</td>
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<tr>
<td>MAN</td>
<td>Markets as Networks Approach</td>
</tr>
<tr>
<td>MNC</td>
<td>Multinational Corporation</td>
</tr>
<tr>
<td>MNE</td>
<td>Multinational Enterprise</td>
</tr>
<tr>
<td>NGO</td>
<td>Nongovernmental Organizations</td>
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<tr>
<td>SaP</td>
<td>Strategy as Practice</td>
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<tr>
<td>SME</td>
<td>Small and Medium-sized Enterprise</td>
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<td>US</td>
<td>United States</td>
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