Understanding Interactive Network Branding in SME Firms

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AI	Artificial Intelligence
B2B	Business-to-Business
B2B2C	Business-to-Business-to-Consumer
B2C	Business-to-Consumer
BMM	Business Market Management
CEO	Chief Executive Officer
FAA	Federal Aviation Administration
H2H	Human-to-Human
IAG	International Airlines Group
IMP	Industrial Marketing and Purchasing
INA	Interaction and Network Approach
INB	Interactive Network Branding
J&J	Johnson & Johnson
MAN	Markets as Networks Approach
MNC	Multinational Corporation
MNE	Multinational Enterprise
NGO	Nongovernmental Organizations
SaP	Strategy as Practice
SME	Small and Medium-sized Enterprise
US	United States