

STRATEGIC MANAGEMENT IN EMERGING MARKETS

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Aligning Business and Corporate
Strategy

BY

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List of Abbreviations

BDT	Behavioral Decision Theory
BMI	Business Model Innovation
CBU	Strategic Business Unit
CP	Competitive Position
CEO	Chief Executive Officer
CVP	Customer Value Proposition
GDP	Gross Domestic Product
EP	Economic Profit
ESSO	Environment–Strategy–Structure–Operations
FP	Financial Position
FTSE	Financial Times Stock Exchange
IQ	Intelligence Quotient
IP	Industry Position
QSPM	Qualitative Strategic Planning Matrix
HR	Human Resource
M&A	Merger and Acquisition
MBA	Master of Business Administration
MBV	Market Based View
OEM	Original Equipment Manufacturer
R&D	Research and Development

RBV	Resource Based View
ROCE	Return on Capital Employed
S-C-P	Structure–Conduct–Performance
SIF	Strategic Industry Factors
SP	Stability Position
SPACE	Strategic Position and Action Evaluation
SWOT	Strengths, Weaknesses, Opportunities, and Threats
SO	Strengths–Opportunities Strategies
ST	Strengths–Threats Strategies
WO	Weaknesses–Opportunities Strategies
WT	Weaknesses–Threats Strategies
UAP	Unique Advertising Proposition
USP	Unique Selling Proposition

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