ABBREVIATIONS

MKIS - Marketing Information Systems
MDDS - Marketing Decision Support System
MESs - Marketing Expert Systems
MKBSs - Marketing Knowledge Based System
MCBRs - Marketing Case Based Reasoning Systems
MNNs - Marketing Neural Nets
MCEPs - Marketing Creativity Enhancement Programs
CVM - Competing Value Model
ELAM - Elaborated Likelihood Advertising Models
TAM - Technology Acceptance Model
TFE - Technical, Functional Effectiveness Model