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# Strategic Management of Market Niches

A Model Framework

 Springer Gabler

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## List of abbreviations

cf.	=	confer/ compare
chap.	=	chapter
e.g.	=	for example
et al.	=	et alteri/ et alii
fig.	=	figure
f.	=	following page
ff.	=	and the following
KPI	=	Key performance indicator
M&A	=	Mergers and acquisitions
Ph.B.	=	Bachelor of Philosophy
P.	=	Page
R&D	=	Research and development
SM	=	Strategic management
SMJ	=	Strategic management journal
URL	=	Uniform Resource Locator
vs.	=	versus
www	=	World Wide Web