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Glossary

Abbreviation	Description
4Cs	
4Ps	
6-V	Value, Velocity, Visibility, Verifiability, Virtuality, Vulnerability framework
ADHD	Attention-deficit/hyperactivity disorder
ADA	
AR	Augmented Reality
B2B	Business-to-Business Marketing model
B2B2C	
CE	
D4S	
EMC	
EPS	European Project Semester
HVAC	
ISEP	Instituto Superior de Engenharia do Porto
LCA	Life Cycle Assesment
LVD	
MCDAS	Modified Child Dental Anxiety Scale
PET	
PESTEL	
PVC	
SWOT	Strengths Weaknesses Opportunities Threats
USB	Universal Serial Bus
USP	
VR	Virtual Reality
ROMI	Return on Marketing Investment
RoHS	
ROI	Return on Investment
KPI	Key Performance Indicators
VOC	

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