## **Abbreviations**

BA British Airways

BBC British Broadcasting Corporation

CEO chief executive officer
CFO chief financial officer

CMI Chartered Management Institute

coo chief operations officer GDP gross domestic product

GMMP Global Media Monitoring Project

GP general practitioner

ICT information and communication technology

IGM Initiative of Global Markets

IPSE Association of Independent Professionals and the Self-

**Employed** 

IT information technology

KPMG Klynveld Peat Marwick Goerdeler MBA Master of Business Administration

MP Member of Parliament (UK)
NGO non-governmental organization
PSA public service announcement

STEM science, technology, engineering, and mathematics

UK United Kingdom
US United States

## HEADING HOWIE